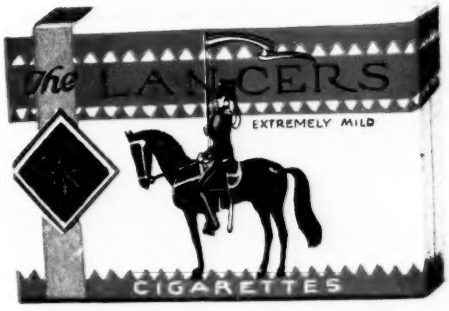
MODERN PACKAGING



Vol. 2, No. 11 New York July, 1929

Man Looks on the Outward Appearance

Rightly or wrongly, he gauges the quality of an article by the respect its maker shows for it in its packaging. True, there are many articles of long standing and recognized merit which, because of the general familiarity of the public, are able to carry successfully the burden of an unattractive package. But no new product risks such a handicap and it is quite a question whether even an established article is not losing a great advantage when it disregards the law nature follows in making her fruits and flowers pleasing to the eye.

The first essential of a Brown & Bailey package is that it satisfactorily protects its contents. What we consider of almost equal importance is that its appearance makes people want to buy it.

Just what that appearance should be depends entirely on the product—we have no standard rule of thumb, no set formula that produces the package perfectly adapted for the specific purpose.

But we have made a study of packages for many years—we do have a department which gladly gives you the advantage of our experience in working with other manufacturers to make a real sales asset of your boxes.

BROWN & BAILEY CO.

Makers of high grade folding paper boxes

417 N. EIGHTH STREET,
PHILADELPHIA

MODERN PACKAGING

For the Service of those Industries where Packaging is a Factor

VOLUME 2 JULY, 1929 No. 11

Table of Contents

"THE Package of the Month" selected for this issue is that of Glyco-Thymoline toilet soap, manufactured by the Kress & Owen Co., New York. Containing a new product recently placed on the market, this package includes certain elements that meet specifications generally accepted as successful among those who recognize the full merchandising possibilities of a package. Attractiveness, protection, legibility, color selection and advertising value are discussed with relation to this package in the article on page 41.

IN the next issue: An article discussing the value of photographic effects in package advertising by Edward H. Rehnquist. Mr. Rehnquist's experience in this field is well known among national advertisers.

BRESKIN & CHARLTON
PUBLISHING CORPORATION
11 Park Place, New York, N. Y.
Publishers also of "Packaging Catalog"
Telephone: Barclay 0882-0883

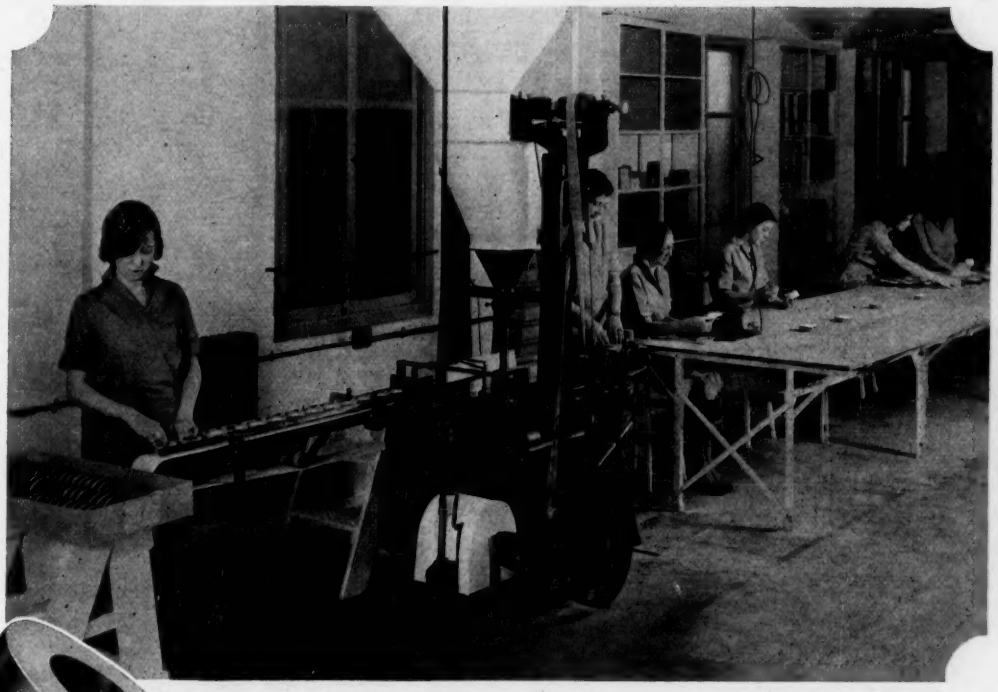
Western Office:
307 N. Michigan Ave., Chicago, Ill.
Telephone: State 5949

Australian Agents: Technical Journals Ptg. Ltd., 422 Collins St., Melbourne

Subscription $3.00 per year
Single copies, 35 cents
Canadian $3.50 Foreign $4.00

Published on the tenth of each month

Your difficult-to-package product . . . *easily and speedily packed with* the "Improved Bond" Weigher!



HERE are face powder cans being filled with "Cosmetics of the Stars" at the new Max Factor Company plant in Hollywood, California. Note small filling hole in powder box and difficulty in weighing and packing such a powdery product.

. . and see what these packagers say-

"We have averaged 61 to 65 packages per minute for 2½ years with the Improved Bond Weigher."

"We attain an accuracy which we consider excellent."

"In packaging spices we only require 15 minutes to clean and change machines for a different product and size."

"No comparison in cleanliness of operation with old methods."

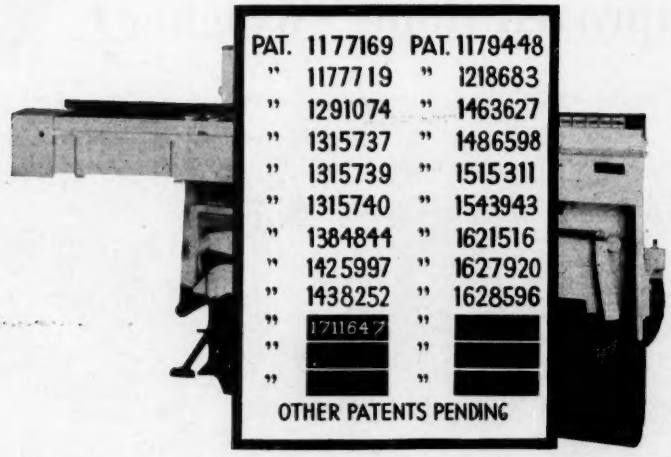
No matter what your product, package or location, or whether your requirements may be for speed, adaptability, cleanliness, or all three—there is a model in our "Improved Bond" line of weighers, packers, and fillers, which will meet your needs economically and efficiently.

Write for catalog and copies of the certified Nielson Surveys describing results of these machines in other plants.

NATIONAL PACKAGING MACHINERY CO.

477 WATERTOWN ST., *NEWTONVILLE,* BOSTON, MASS., U. S. A.

Concerning Patents
on Cartoning Machines



DURING the many years that we have been building cartoning machines we have, naturally, developed for ourselves a strong patent position. This is forcibly demonstrated by the patent plate shown above which appears on Redington Cartoning and other types of machines.

To illustrate, one claim from one of our patents (U. S. Patent No. 1486598) appears below.

> 90. In a cartoning machine a traveling carrier and mechanism for opening and depositing a carton in said carrier, inserting material in said carton and closing said carton, all during movement of said carrier.

It is extremely important that you be protected in writing against patent infringement by the manufacturer of the cartoning machines you use or purchase. Our own strong patent position permits us to guarantee patent protection in writing to every purchaser of Redington Machines.

The first of a number of advertisements dealing with patents owned by the F. B. Redington Co.

REDINGTON Packaging Machines

"Precision Engineered"

for Cartoning—Packaging—Labeling—Wrapping

F. B. REDINGTON CO. (Est. 1897), 110-112 South Sangamon St., CHICAGO, U. S. A.

BURT-made containers subtly, effectively and convincingly suggest quality, dependability, high institutional conduct and calibre. They help to build and preserve prestige—a positive and precious thing so highly desirable in modern business.

BURT designs and creations, if for no other reason than that they help to create confidence and prestige for you, merit your thoughtful consideration. But they perform even more important functions, some of which are explained elsewhere in this book. But let us convince you by an actual demonstration. Just send us a sample of your product.

F·N·BURT COMPANY·Ltd.

BUFFALO, N·Y·

Manufacturers of Fine Set-Up Paper Boxes

BURT DESIGNS and CREATIONS

DO YOU consider the container for your merchandise as closely as you follow your sales chart? Is your package all that it should be to get your product in the light of public favor? Remember, the product you put in your box is doubtless alright and price-consistent, but the public hasn't X-Ray eyes. Outside appearance, appropriately developed through the use of color and design predisposes the customer to buy your goods.

BURT creates containers worthy of the article—containers that arouse the desire for possession. This skill of the entire BURT organization is at your service.

F · N · BURT COMPANY · Ltd.
BUFFALO, N · Y ·

Manufacturers of
Fine Set-Up Paper Boxes

BURT DESIGNS and CREATIONS

"Down front"
. . when the customer buys

CONSPICUOUS—handy for the dealer—a compelling invitation to buy—that's why Canco lithographed steel displays boost sales. Dealers like them—like to serve from them. They are "visibility" insurance—a practical guarantee that your product with its attractive package isn't stuck in under the counter or shoved out of sight on a distant top shelf.

You'll be surprised at the importance of this display advantage—the profit that is waiting for you—in greater sales and better dealer cooperation you get with a Canco rack.

YET Canco Steel Display Racks offer you even greater opportunities. They allow you to identify more completely your product with your advertising. Their sturdy construction assures their lasting and looking good for years. No flimsy make-shifts to spoil the effective presentation of the merchandise. Canco racks can be designed to suit your particular package perfectly.

May we not discuss with you the many advantages of these modern displays? Hundreds of nationally known manufacturers have found them an extremely profitable investment. Write today.

SHONK WORKS

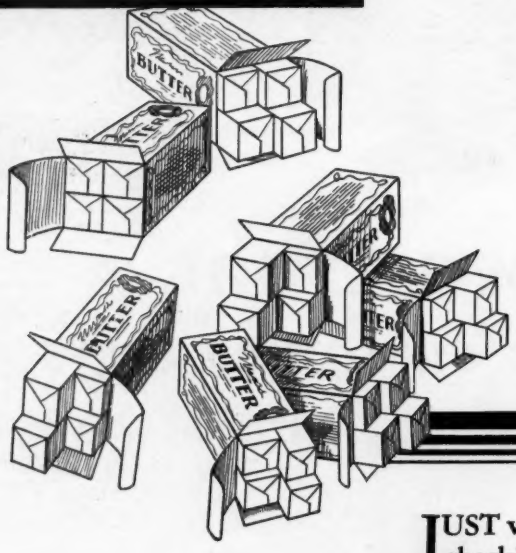
AMERICAN CAN COMPANY

Lithography on Metal, Store Displays, Signs, Utilities

MAYWOOD, ILLINOIS

New York
Boston
Philadelphia
Chicago
Cleveland

Can you double-wrap and carton 28 *quarters for a* penny?



JUST visualize your print room . . girls checking prints . . girls wrapping . . girls cartoning. How many quarters are they double-wrapping and cartoning four to a pound for a penny?

Then imagine the rapid, smooth-running Automat. Less girls . . less floor-space . . less parchment and carton wastage . . and production being wrapped and cartoned around .0014 a pound. More than seven pounds for a penny!

Allow us to give you some more interesting facts—write us.

Of Interest to You

We have a comprehensive report on a survey of the performance of an Automat 4-in-1 Wrapping and Cartoning Machine operating in a leading New York City print room. It will prove of interest to you. Send for it—it's free.

AUTOMAT

PRINTING WRAPPING & CARTONING EQUIPMENT

The Automat Molding & Folding Company
Toledo · Ohio

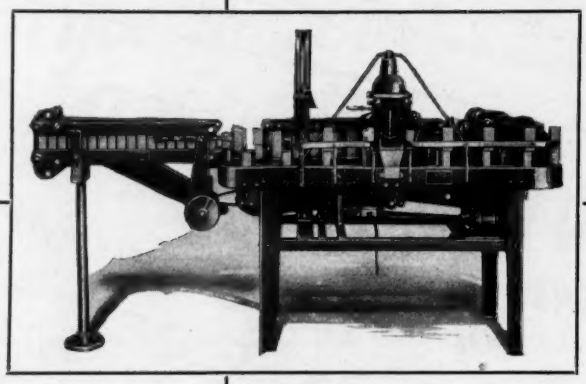
New York Sales and Service Office: 172 Chambers Street, New York City. Phone, Barclay 3808. Los Angeles Sales and Service Office: 306 Calo Building, Los Angeles. Phone, Faber 1880

Paterson Parchment Paper Company

Original Makers of Genuine Vegetable Parchment

PASSAIC, NEW JERSEY

Chicago *San Francisco*



Small Manufacturers Profit By NEW MODEL 8 FERGUSON MACHINE

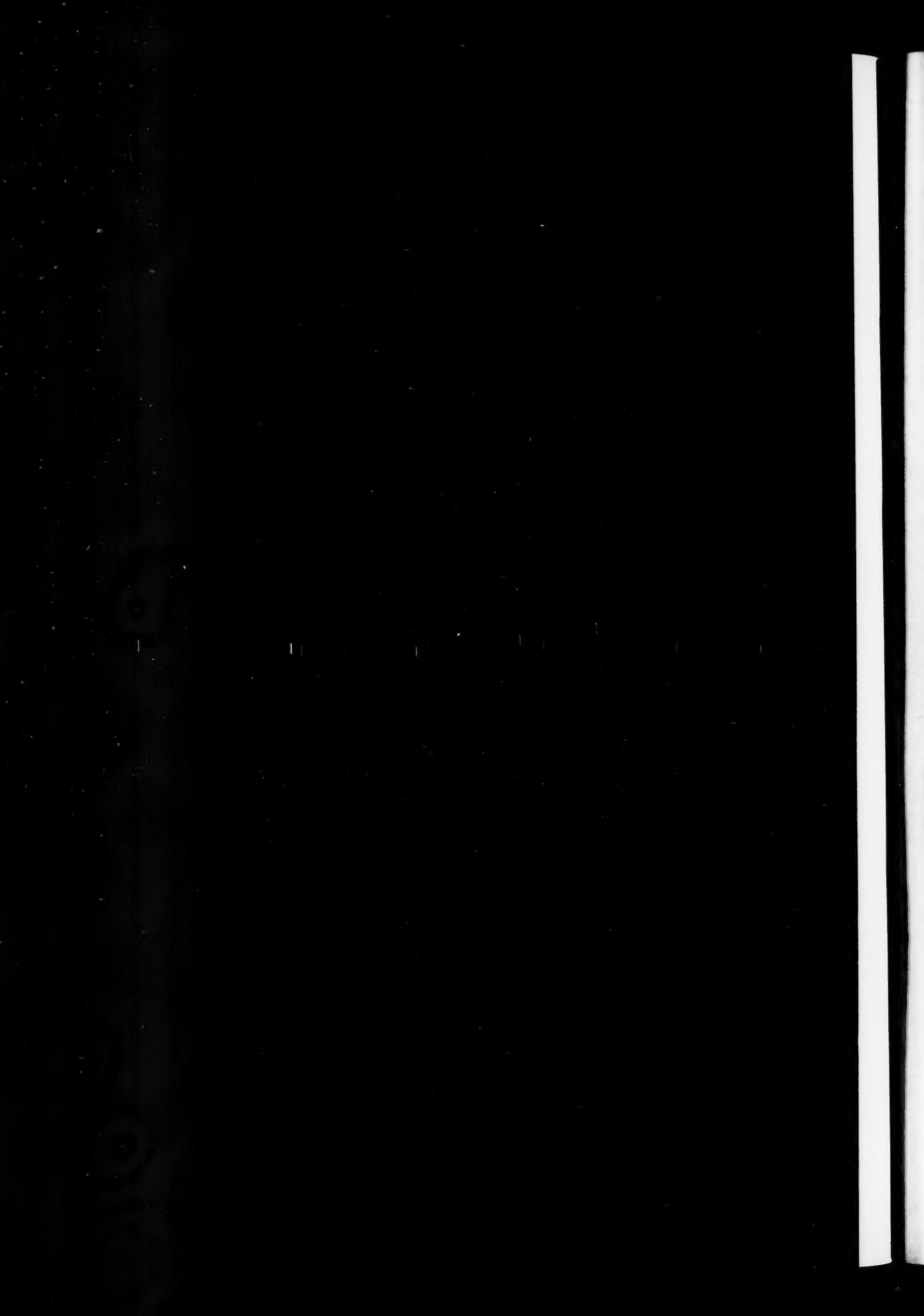
Now the smaller manufacturers can get the increased production and efficiency that always come with the installation of a Ferguson Carton Sealing and Filling Machine.

For the new "Model 8," embodying the outstanding features of regular size Ferguson machines, is smaller and sells at a popular price. Formerly, such a machine was within the price range possible only to larger concerns. It was made in response to the demands of big manufacturers for packaging their samples. Compact, requiring only 26″ by 9″ floor space, it produces up to 50 packages per minute.

Write for particulars. Ask to consult a Ferguson engineer who will show you, free, how a Ferguson machine can improve your package, broaden your market. Catalog free.

Ask to Consult with a Ferguson Engineer

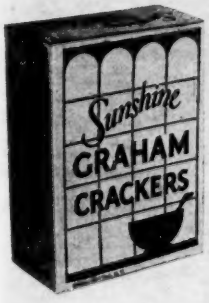
J·L·Ferguson Company
JOLIET - - ILLINOIS
ST. LOUIS — NEW YORK — LOS ANGELES
JFCo



An Individual Showcase for Your Package

VISOWRAP Waxed Paper is an insulator, preventing rapid temperature changes. It is sanitary and odorless. Properly sealed, it insures against pilferage. It is like a wall keeping out that which should be kept out and retaining that which should be retained.

It is essential that you use the proper type waxed paper to maintain the original quality and attractiveness of your products and package. Our many years of experience in manufacturing waxed papers and serving our many customers enables us to determine the best and most economical paper for you to use.

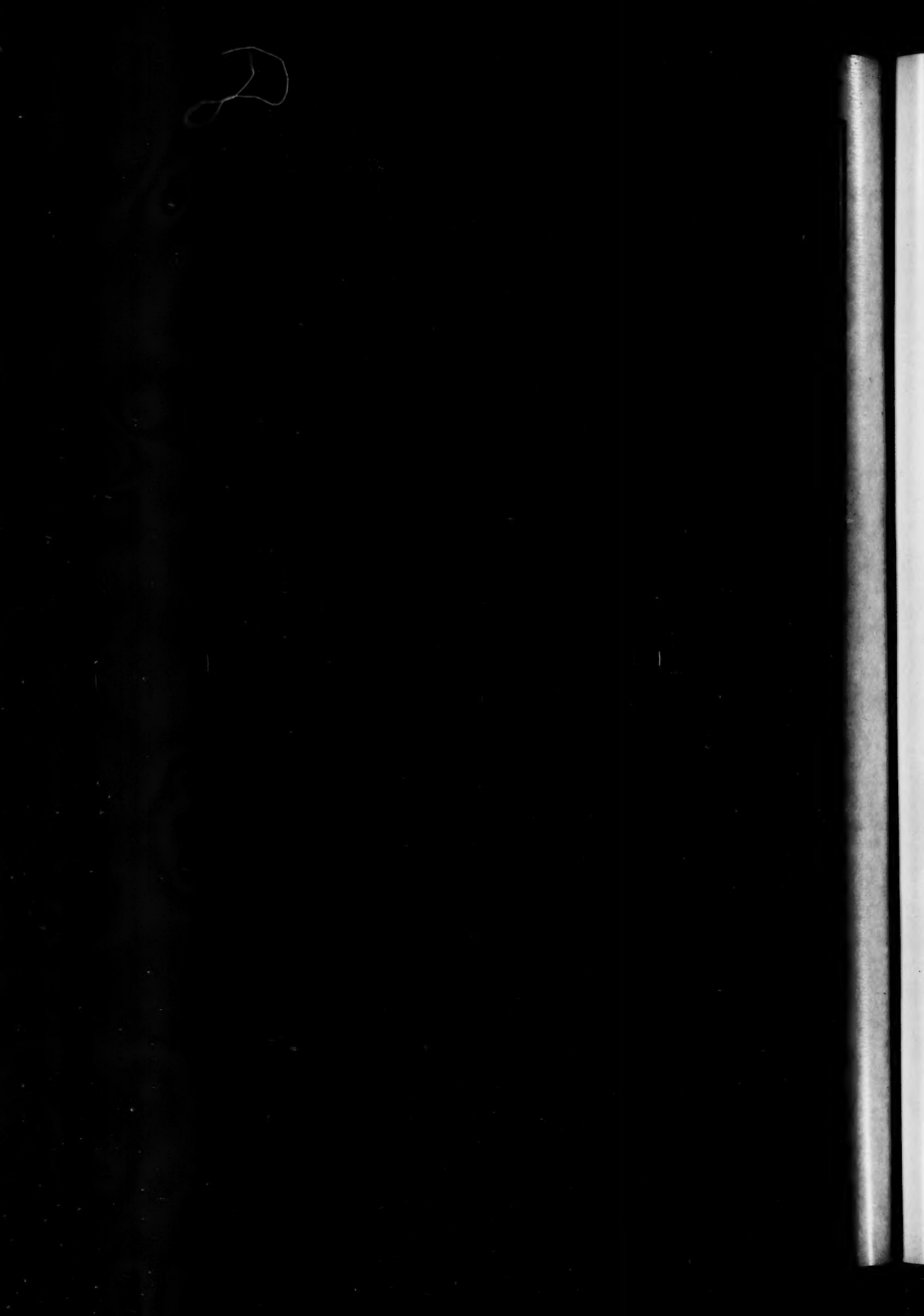


Write today for samples and complete information.

CENTRAL WAXED PAPER COMPANY

5659 W. Taylor Street CHICAGO, ILLINOIS

This insert is our VISOWRAP. Its transparency and moisture protection qualities make it an outstanding grade where these qualities are desired.



An Individual Showcase for Your Package

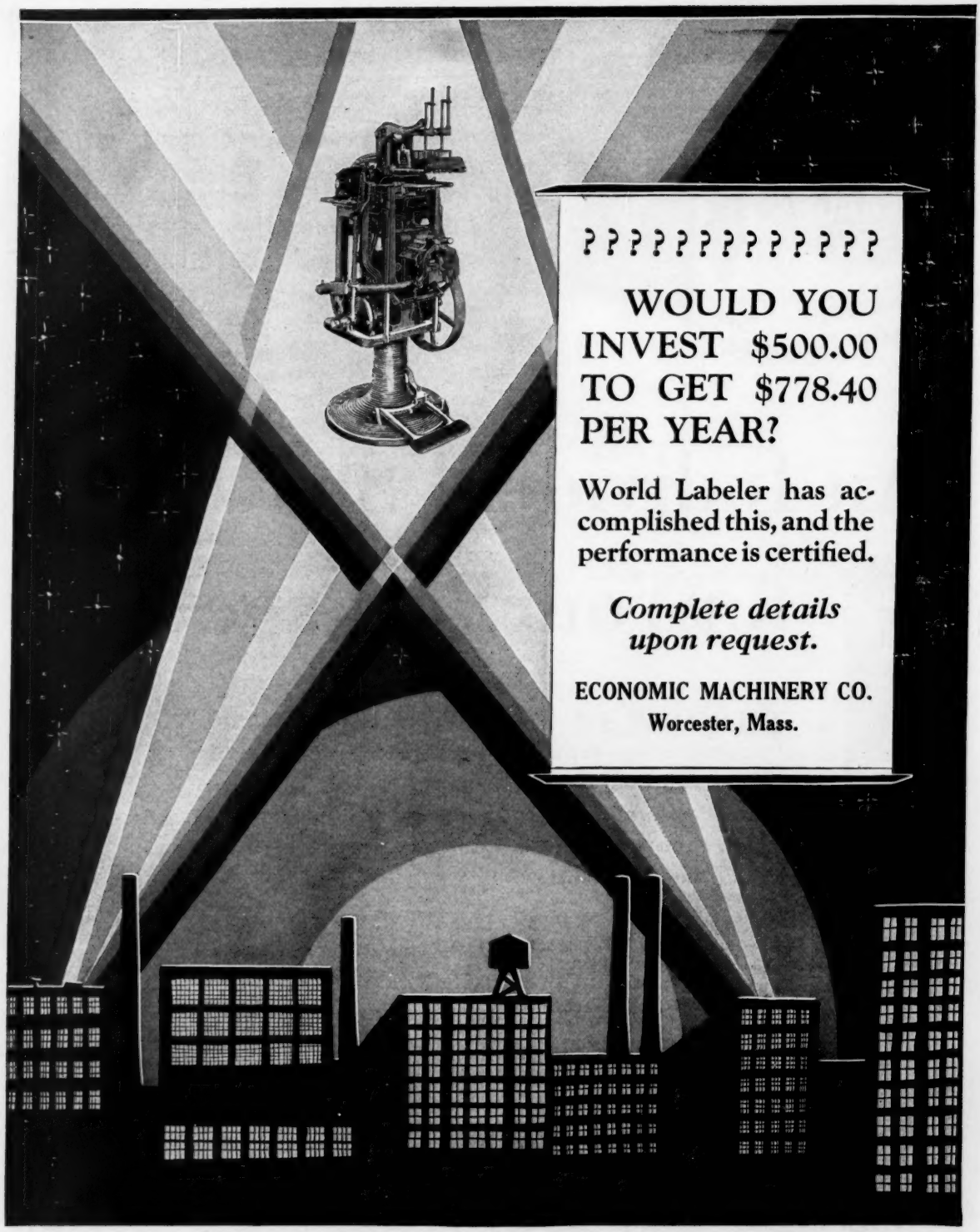
VISOWRAP **Waxed Paper is an insulator, preventing rapid temperature changes. It is sanitary and odorless. Properly sealed, it insures against pilferage. It is like a wall keeping out that which should be kept out and retaining that which should be retained.**

It is essential that you use the proper type waxed paper to maintain the original quality and attractiveness of your products and package. Our many years of experience in manufacturing waxed papers and serving our many customers enables us to determine the best and most economical paper for you to use.

Write today for samples and complete information.

CENTRAL WAXED PAPER COMPANY

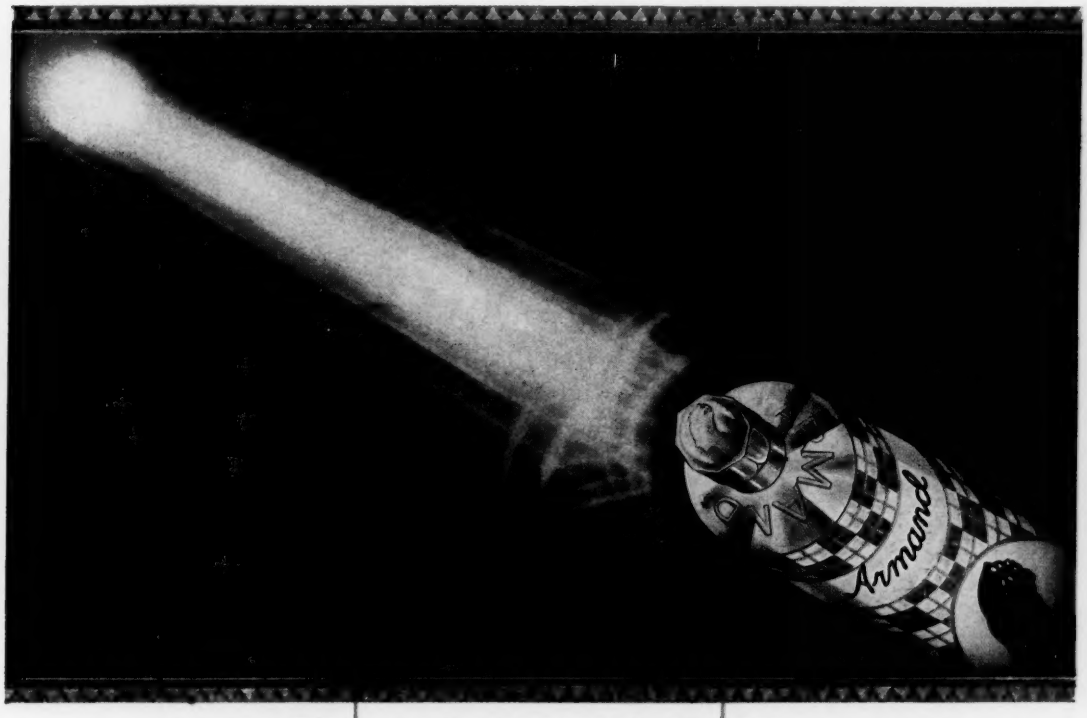
5659 W. Taylor Street **CHICAGO, ILLINOIS**



World Labeler

"We couldn't Improve the Product, So"

Far-sighted manufacturers of tube packed products are taking advantage of Aluminum Collapsible Tubes to improve the appearance of their packing. ◈ ◈ ◈ Aluminum Collapsible Tubes possess printing and finishing qualities that permit faithful reproduction of trade-marks and decorative designs in their full richness of color and effect. ◈ ◈ ◈ Add to their remarkable combination of strength, flexibility and lightness and it is easy to understand why consumers prefer collapsible tubes of Aluminum. They look well in the dealers' display cases, they carry your product safely, and they are delightfully convenient to use. ◈ ◈ ◈ Let us send you samples—and show you how Aluminum Collapsible Tubes will reduce packing and shipping expense and minimize damage in transit. Aluminum Company of America, 2485 Oliver Bldg., Pittsburgh, Pa. *Offices in 19 Principal American Cities.*



ALUMINUM
Collapsible Tubes

ROLLED ON

ALUMINUM SEALS

"Convenience for the customer helps build sales for the product," is an axiom to every sales manager. ◈ ◈ ◈ R-O Aluminum Seals are supremely convenient—off or on with a slight twist. And they are good looking seals, too. Their eternal brightness seems to say, "This bottle contains a pure, well protected product. ◈ ◈ ◈ R-O Seals make perfect initial hermetic closures and excellent reseals. They are made of Alcoa Aluminum, the non-rusting, non contaminating metal. ◈ ◈ ◈ If color is desired, R-O Seals take it beautifully. ◈ ◈ ◈ Let us tell you more about them and about the unique "tailored to the bottle" method by which they are applied. Aluminum Company of America, 2429 Oliver Building, Pittsburgh, Pa.

Offices in 19 Principal American Cities.

STABILITY—

FROM paper mill to finished package, Hartford City Papers are distinguished by their uniformity in quality and mechanical application.

This speaks well for the stability of the various processes in their production and high quality of raw materials incorporated.

Specializing in Glassine, plain and embossed; Greaseproof and Manifold papers, 12½ to 50 pounds; also Die Cutting.

HARTFORD CITY PAPER COMPANY

NEW YORK OFFICE
1001 WOOLWORTH BLDG.

HARTFORD CITY, IND.

CHICAGO OFFICE
618 FIRST NATL BANK BLDG.

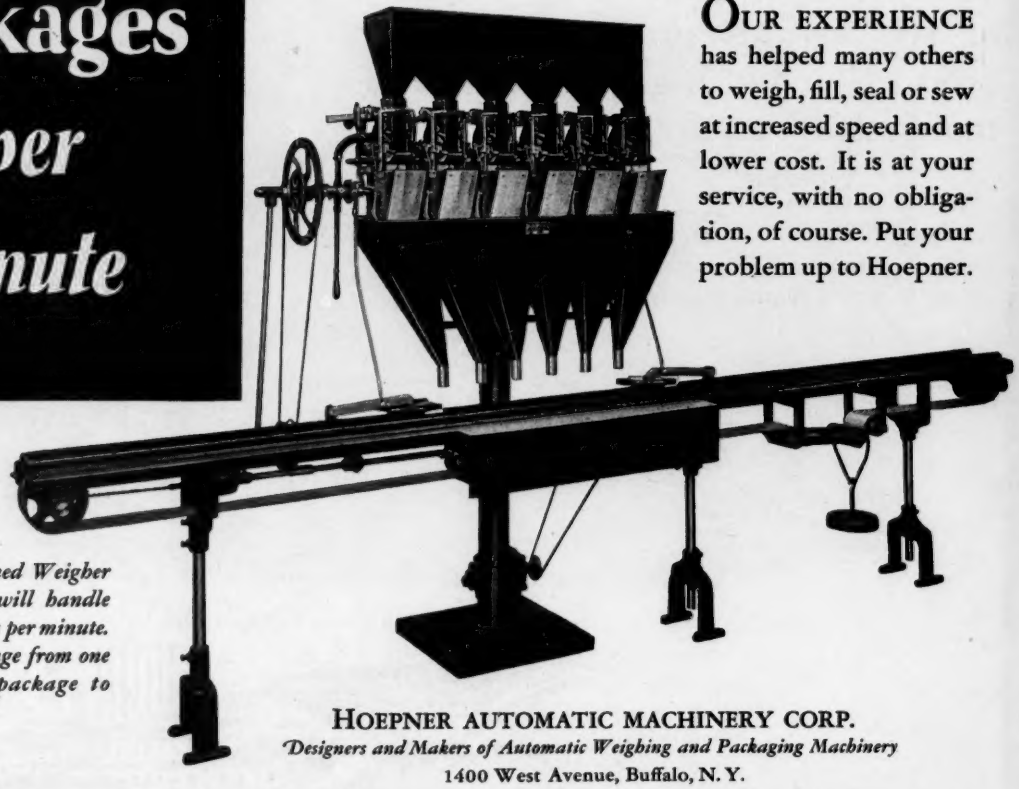
up to 100 packages per minute

WHETHER you pack in cartons, cans, paper or burlap bags, envelopes or cotton sacks, Hoepner can help you speed up production.

There is a limit of speed at which any material flowing by gravity can be weighed with maximum accuracy. Hoepner utilizes this principle in each single unit. Increased production is obtained by combining into one machine as many of these units as are necessary to get any desired output. No attempt is made to hasten the flow of material beyond this most accurate rate of speed.

If you have a dry-filling, packaging or bagging problem, send us a sample of your package and material and a brief outline of your requirements. There is a Hoepner exactly suited to your packaging needs.

OUR EXPERIENCE has helped many others to weigh, fill, seal or sew at increased speed and at lower cost. It is at your service, with no obligation, of course. Put your problem up to Hoepner.



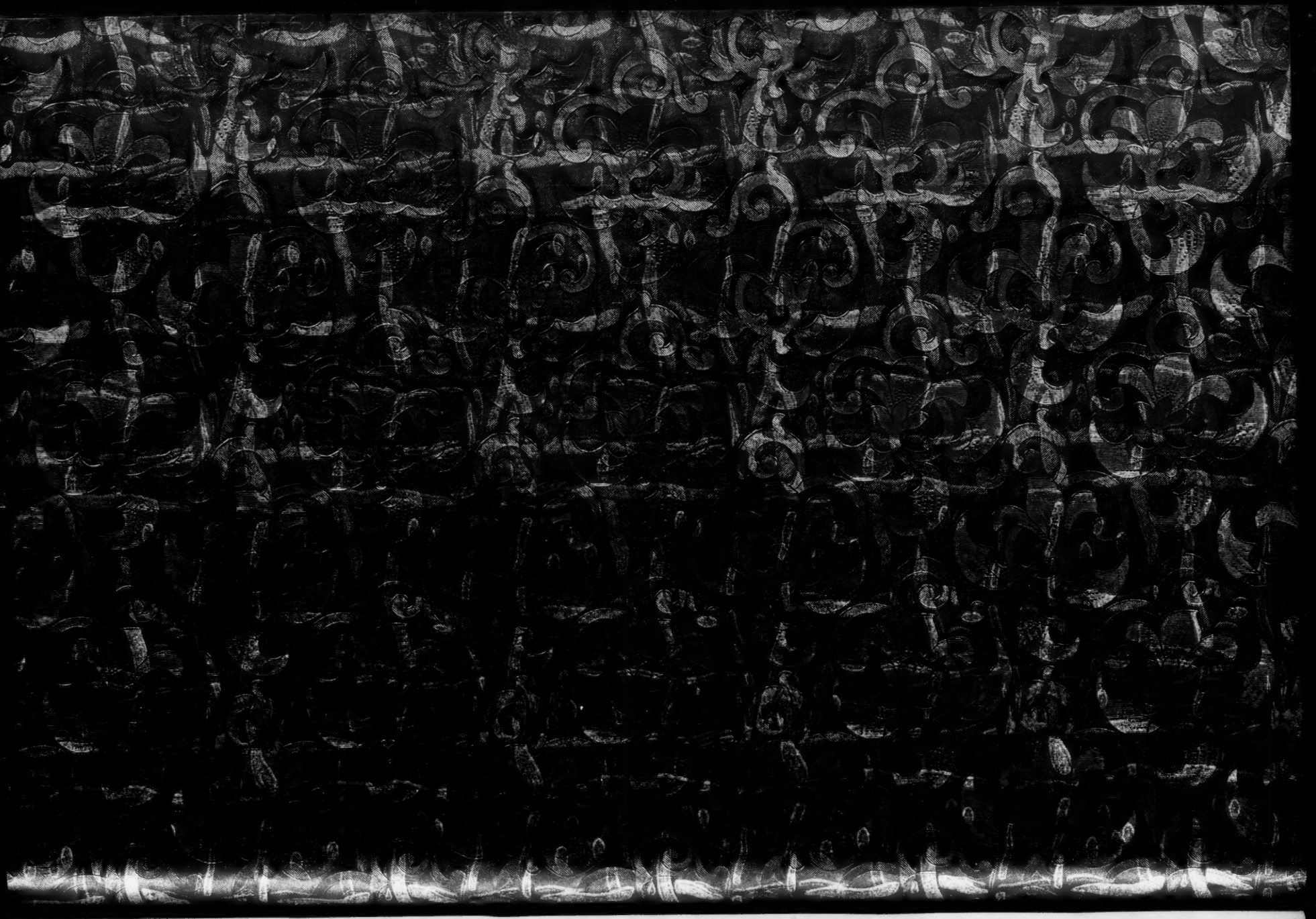
This combined Weigher and Filler will handle 100 packages per minute. Easy to change from one weight of package to another.

HOEPNER AUTOMATIC MACHINERY CORP.
Designers and Makers of Automatic Weighing and Packaging Machinery
1400 West Avenue, Buffalo, N. Y.

HMH-8

HOEPNER

STANDARD FOR THIRTY YEARS



BOX POWER

The main reason for box or package coverings is to create sales of merchandise.

Specialty Papers by Dejonge give more than mere appearance to boxes; more than beautiful colors and unique designs. They give BOX POWER . . . . attention compelling selling power!

Send in the coupon below for the latest Dejonge sample book showing Specialty papers by Dejonge which assure BOX POWER.

NEW YORK  **CHICAGO**

PHILADELPHIA

LOUIS DEJONGE & Co.

COUPON

Louis Dejonge and Company, Dept. C.,
69 Duane Street, New York City.

Kindly send me sample book No. 221

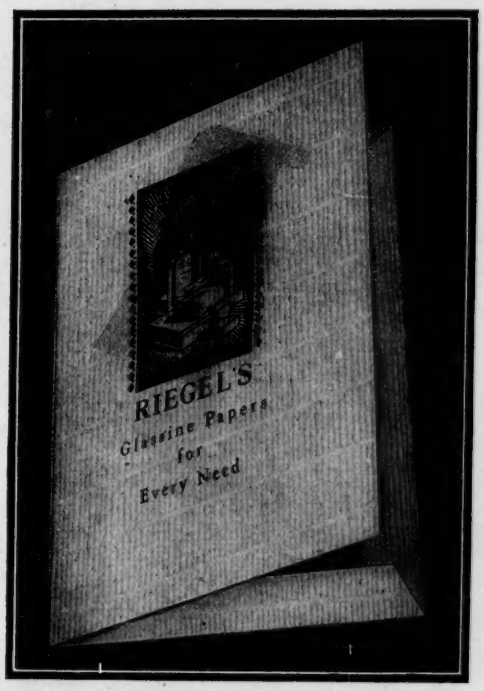
Name .....

Street .....

City .....

State .....

Here is a Portfolio of GLASSINE PAPERS



WE WILL gladly send to you at your request

one of these Portfolios containing samples of glassine papers with information as to the uses of each grade. Perhaps you will find among these samples a paper more adaptable to your particular requirements than one you are now using, or possibly the uses we list may suggest a way in which GLASSINE can be of help to you in solving a packaging problem.

The Warren Manufacturing Company

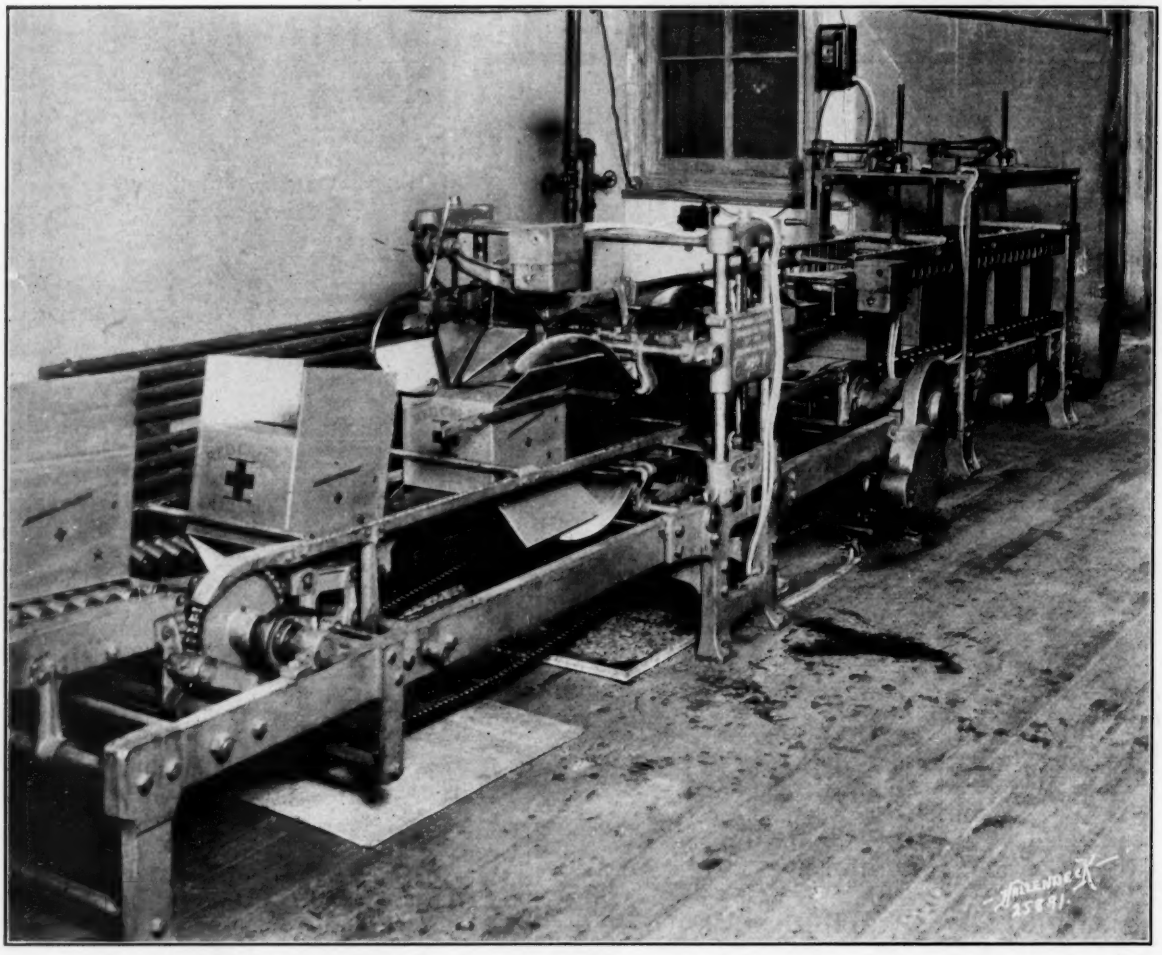
Makers of Riegel's Jewel Brand Glassine

342 MADISON AVENUE NEW YORK, N. Y.

CHICAGO OFFICE: 111 West Washington Street

Write for your copy of this portfolio of

RIEGEL'S *JEWEL BRAND* **GLASSINE PAPERS**



100% AUTOMATIC

These cases, packed with Canepa's Red Cross Macaroni, are timed into a standard sealing unit, one case at a time. The sealing of these cases is accomplished without the aid of any labor whatsoever.

The illustration is from a photograph taken in the plant of John B. Canepa Company, Chicago, Illinois.

Write our Engineering Department if you have a sealing problem

See our Data in the PACKAGING CATALOG

MAILLER SEARLES, INC.
135 Fremont St.
San Francisco, Cal.

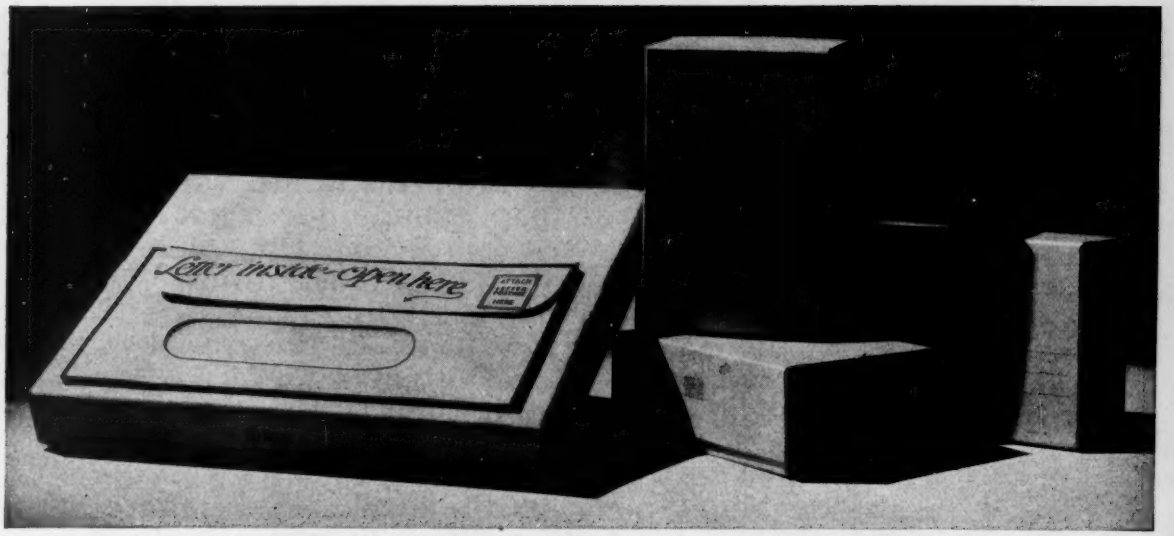
JOHN F. WILLARD & SON
335 E. 4th St.
Los Angeles, Cal.

Standard
SEALING EQUIPMENT CORPORATION

Rawson Street and Queen's Blvd., LONG ISLAND CITY, N. Y.

CHICAGO, ILL.
208 West Washington St.

C. S. du Mont
Windsor House
Victoria Street, S.W.I.
LONDON, ENGLAND



SERVICE to Your Customers
Demands Better *Mailing Boxes*

YOU want the goods you ship by mail—samples or merchandise—to arrive in perfect condition. You want the container to look the quality you put into its contents. You want to create the right impression at the very beginning. ⊏⊐ Mason Boxes, made for practically every postal shipping need, have sturdiness built into them. Hidden supports give them the required strength. Their lightness reduces postage. They save in handling time. They protect their contents. . . . . .

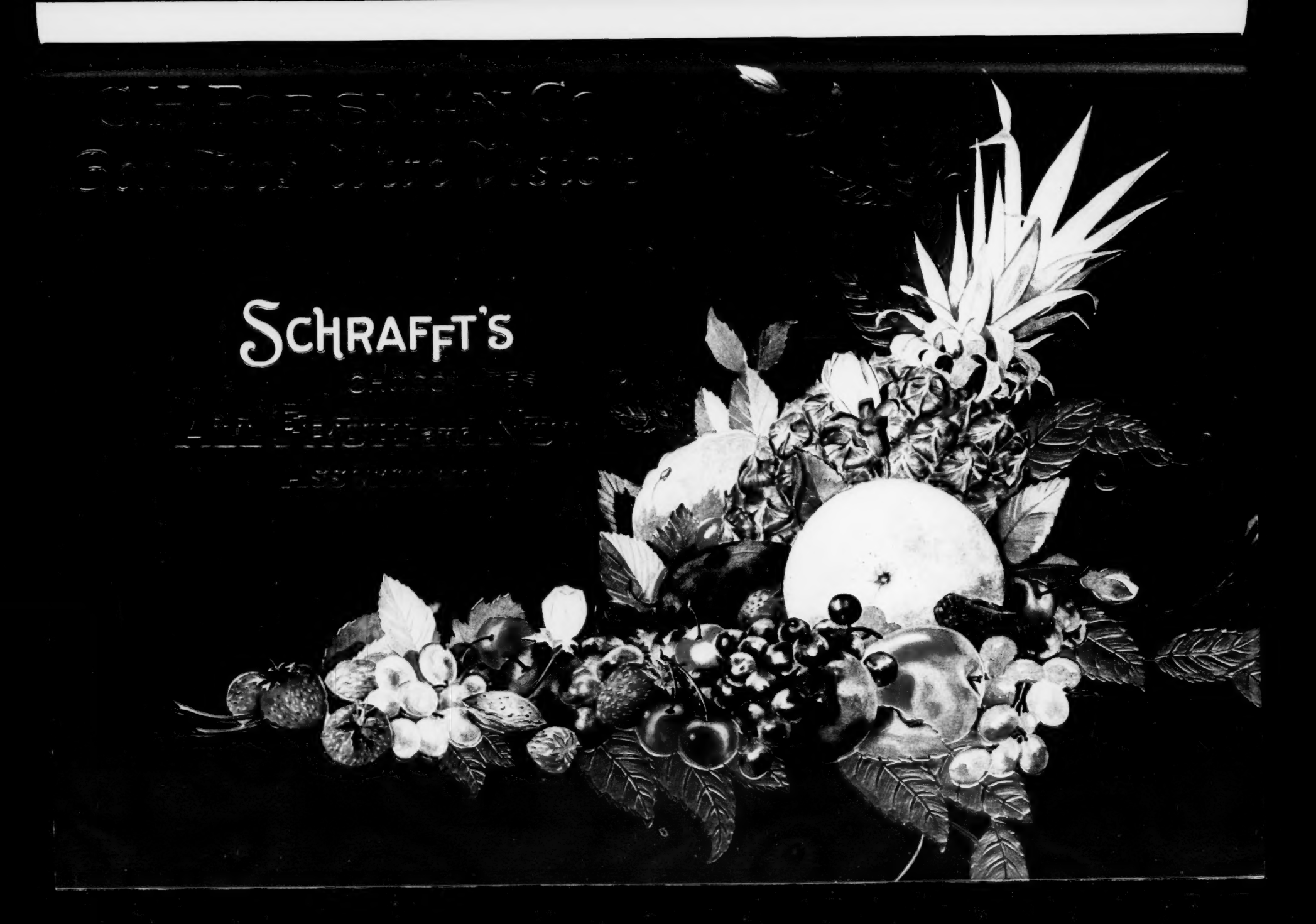
Package Counsel Gladly Given

We have been able to effect economies and improve packaging in hundreds of types of industry. Our postal shipping expert will answer any questions as to mailing requirements. We will suggest the type of container you can use most efficiently. This service is yours without obligation. . . .

Write for Catalog and Samples.

Mason
Modern Mailers
The Mason Box Company, Attleboro Falls, Mass.

New York Office and Display Room Flatiron Building-175 Fifth Avenue


SCHRAFFT'S

DO YOU KNOW THAT 85% OF ALL PACKAGE GOODS ARE BOUGHT FOR GIFTS!

From a survey made of retail stores throughout the country where package goods are sold the above fact was obtained.

Capitalize on this information. Let us design your packages to appeal to the *gift business*. You appeal to the *gift business* with holiday wraps—why not your staple packages as well?

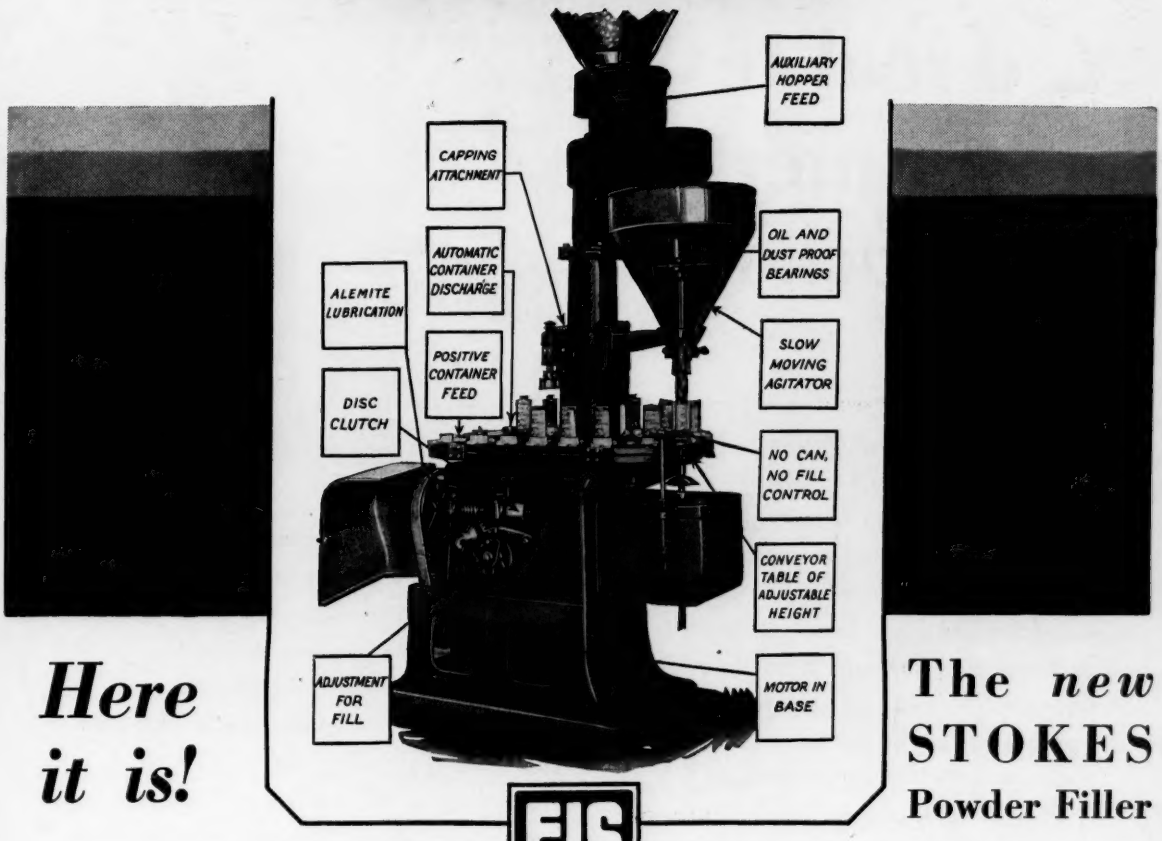
Designs sent on request. Send us the empty box, we do the rest.

C. H. FORSMAN CO.

MAIN OFFICE AND FACTORY

318-326 West 39th Street

NEW YORK



Here it is!

The *new* STOKES Powder Filler

A versatile, modern, production machine—new from the base plate up—designed for packaging practically every powdered product. Silent. Compact. Suited to one-floor operation.

Available in the basic model or with attachments—automatic feed, capper, conveyor, etc.—to make it fully automatic. Capacity up to 15,000 containers per 8-hour day. The climax of over 20 years' experience in building this type of equipment.

Let us make recommendations on your particular powder filling problem. Send us the data today.

FJS STOKES MACHINE COMPANY

Tube, Powder and Jar Filling Machinery

5970 Tabor Road, Olney P. O., Phila., Pa.

"Self-service"

— a real test of the merits of a package

IF *all* stores were "self-service" stores, how would your package measure up? This is a real test of a package — a test you will want your package to pass, even though the bulk of your sales may not be through self-service outlets.

A woman is selecting a food product, for example. She has several brands to choose from, all more or less the same price. She probably knows little about the actual quality of the products themselves — *but she does get a definite impression from the way they are packaged.*

It is reasonable to assume that this customer will choose the package that is most attractive in appearance . . . neatly wrapped . . . adequately protected . . . the package which tells her, as plainly as the words of a salesman could, that the product is made with conscientious care — that its quality can be relied on.

Our machines produce such wrapping for the leading package goods manufacturers. The work done by these machines is notable for its uniform neatness — wrappers are smooth and tight, printing accurately registered, end-folds tightly sealed. When the product requires it, our machines also enclose the package in a glassine or waxed-paper wrapper, thus assuring the buyer that the goods are in first-class condition.

If you are seeking a better package for your product — a package than can meet modern competition — it will pay you to consult us. At the same time, we will tell you if we can save any money on your present packaging costs. Get in touch with our nearest office.

PACKAGE MACHINERY COMPANY
SPRINGFIELD, MASSACHUSETTS
NEW YORK: 30 Church St. CHICAGO: 111 W. Washington St.
LONDON: Baker Perkins, Ltd., Willesden Junction, N. W. 10

PACKAGE MACHINERY COMPANY
Over 150 Million Packages per day are wrapped on our Machines

the glint of gold

The superb flower patterns, which Benvenuto Cellini carved into gleaming gold, will endure forever. ¶ Fleur Metallique, one of the "Made in America Box Covers," combines the gleam of gold with the pattern of the flower to produce another enduring work of art. ¶ Fleur Metallique will lend to your package that desirable distinction which it deserves.

Sample Book will be gladly sent upon request

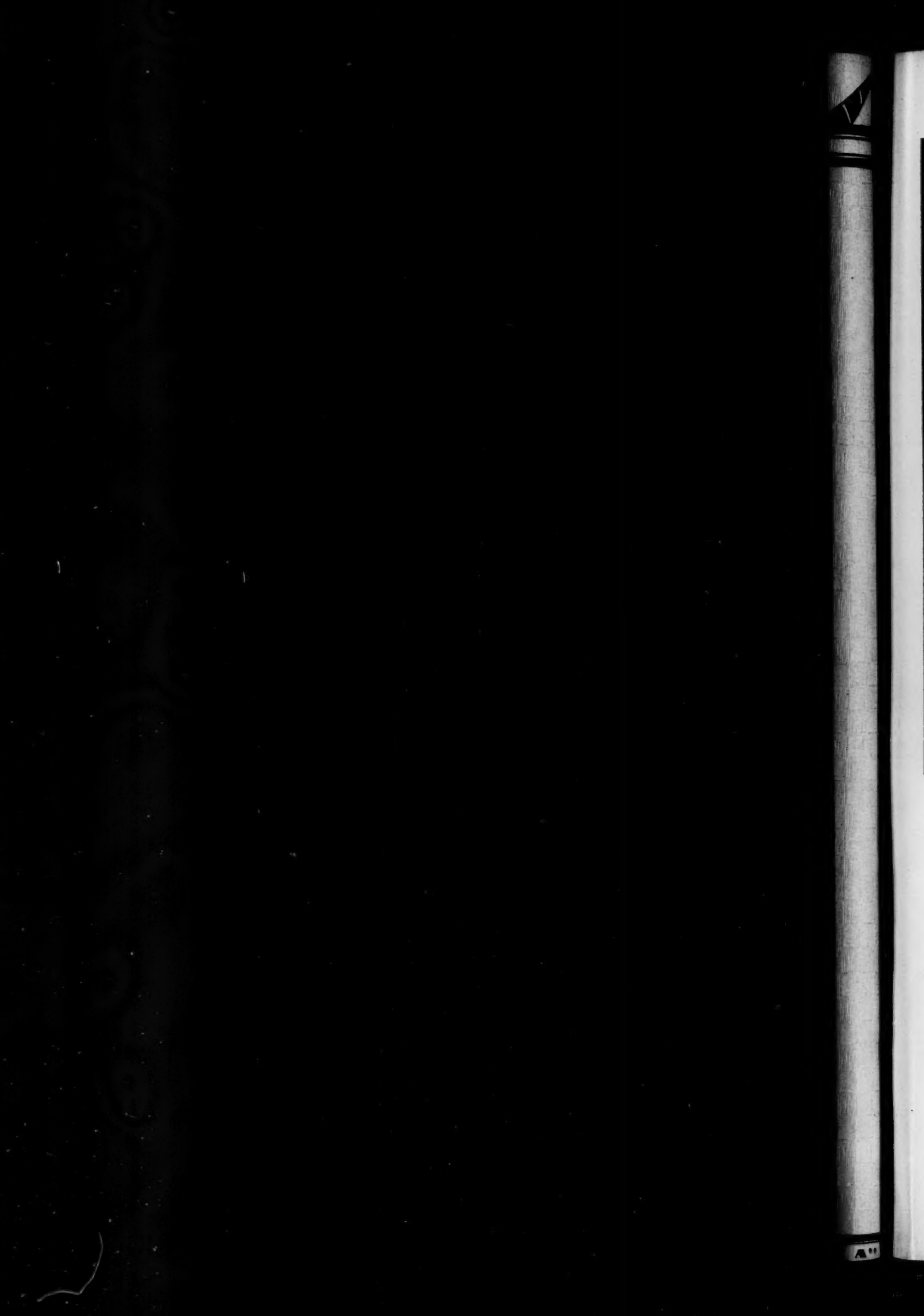
DISTRICT PAPER MANUFACTURING COMPANY

New York Office
41 PARK ROW

Mills and General Offices
WASHINGTON, D. C.

Chicago Office
CHICAGO MERCANTILE EXCH.

THE MOST COLORFUL PAPER MILL IN AMERICA



Courtesy of Armour & Co.

Cellophane-Wrapped . . . to fit the modern selling trend

THE Armour line of meat items packaged in Cellophane meets the modern trend in marketing food products. See what you buy, is their slogan.

100% transparent, Cellophane shows the meats as they are. Customers make their selections instantly. Cellophane gives ideal display and protection from dust, dirt and handling. It assures shoppers of fresh, wholesome goods—speeds sales.

This sparkling, transparent wrap encourages the display that dealers in all fields must have in order to get "faster turnover and quicker profits."

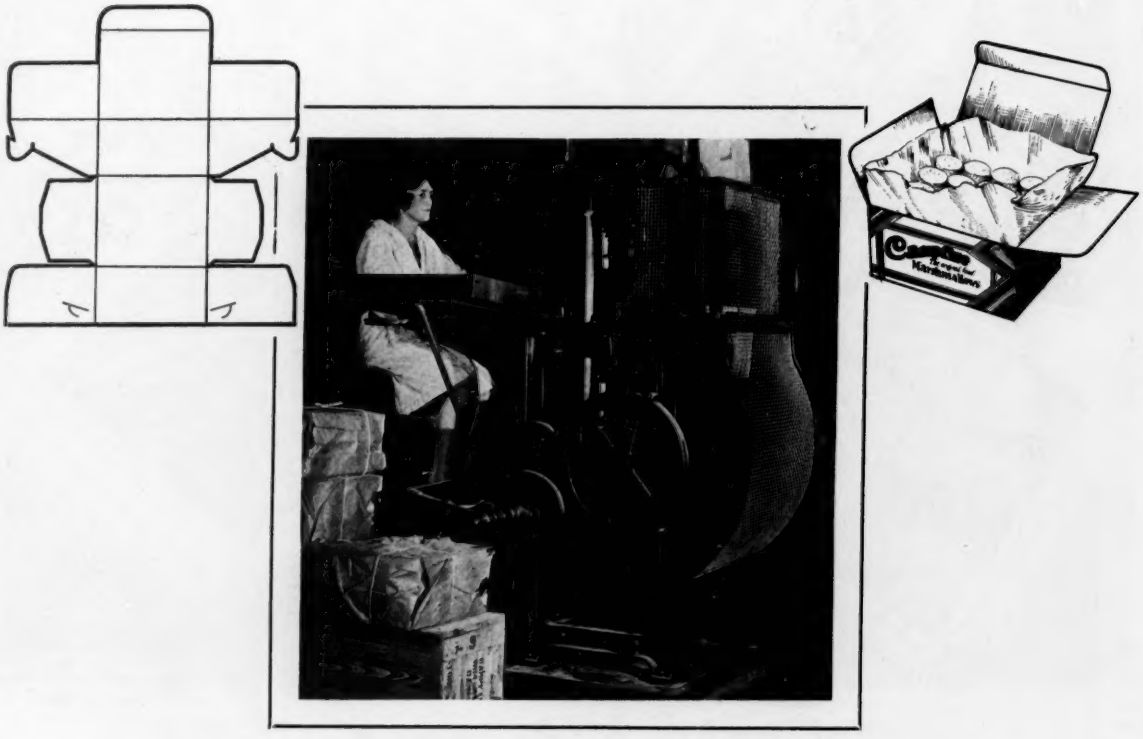
Have you considered Cellophane as a means of solving your own sales problems?

Du Pont Cellophane Co., Inc., 2 Park Avenue, New York City. Canadian Agents: Wm. B. Stewart & Sons, Limited, Toronto, Canada.

DU PONT CELLOPHANE **Cellophane**

Cellophane is the registered trade-mark of Du Pont Cellophane Company, Inc., to designate its transparent cellulose sheets and films, developed from pure wood pulp (not a by-product).

From Carton Blank to Lined–Set-up–Carton READY FOR PACKING



AT the plant of the Campfire Corporation, *Peters Carton Formers* and *Liners* are an important cog in the production machinery.

You, too, can profit materially by installing *Peters Machines* for this most necessary function.

Consult Peters—it will be worthwhile!

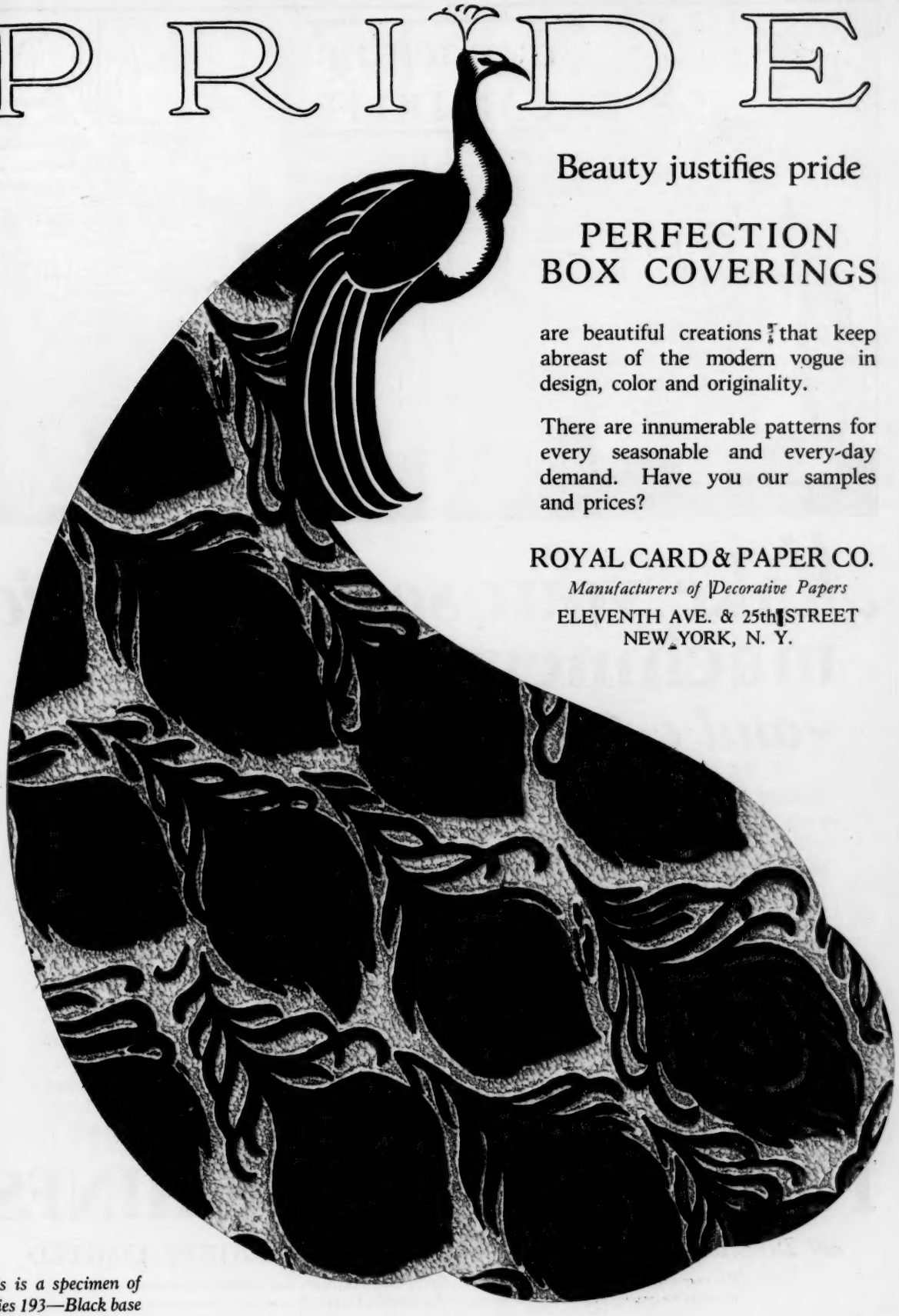
See our Data in the PACKAGING CATALOG

PETERS MACHINERY COMPANY

GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE

CHICAGO.U.S.A

PRIDE



Beauty justifies pride

PERFECTION BOX COVERINGS

are beautiful creations that keep abreast of the modern vogue in design, color and originality.

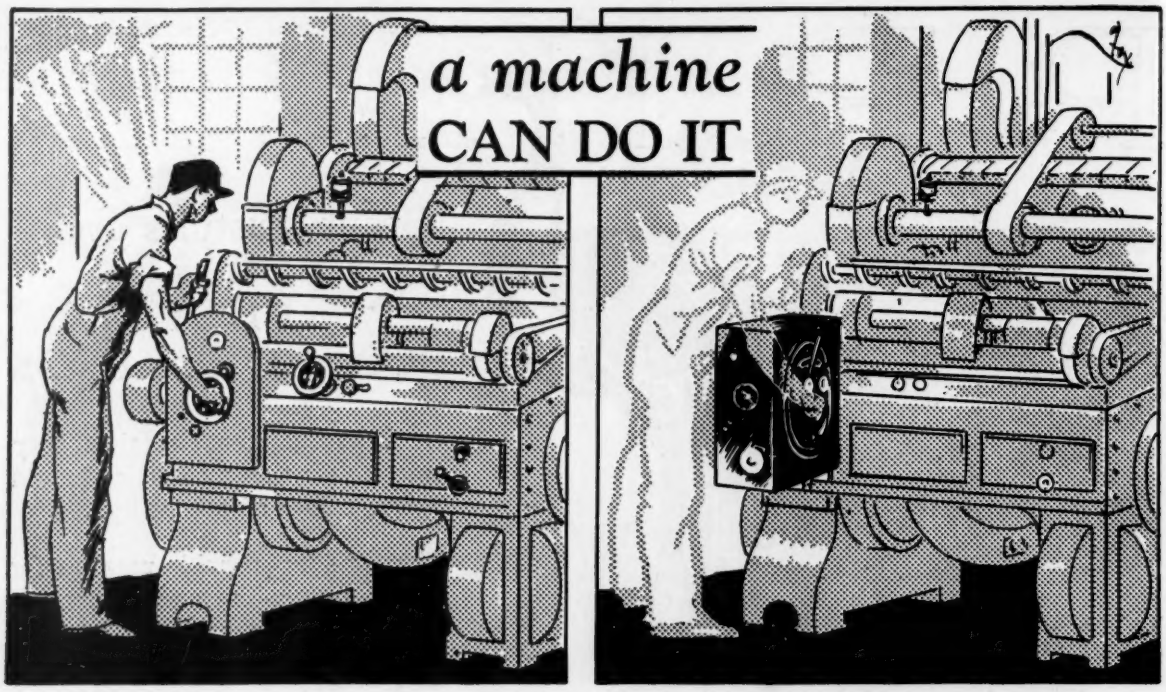
There are innumerable patterns for every seasonable and every-day demand. Have you our samples and prices?

ROYAL CARD & PAPER CO.

Manufacturers of Decorative Papers

ELEVENTH AVE. & 25th STREET
NEW YORK, N. Y.

This is a specimen of Series 193—Black base



Make your semi-automatic machinery automatic
—and cut your production costs

SPECIAL Production Machines, Inc., offers you a way to increase your percentage of profit.

Right now, in your production, you are probably wasting money that we can save for you . . . It may be by making your semi-automatic machinery completely automatic. It may be by designing an entirely new machine to perform some operation now being done by slow, costly hand labor . . . It may be by speeding some of your present machines to greater output, or by making them more accurate, to cut down your per cent of spoilage.

In one or more of these ways, Special Production Machines, Inc., has helped a number of manufacturers in varied industries cut thousands of dollars from their production costs . . . Our work in some plants has been instrumental in putting the manufacturers far ahead of competition, beside improving the appearance of the product and raising the percentage of profit.

No matter what *your* problem may be, we believe we can help you on the road to better profits through better production.

A booklet describing the services of Special Production Machines, how it operates, and how it is serving manufacturers, will be sent on request. Special Production Machines, Inc., Norfolk Downs, Mass.

Special PRODUCTION MACHINES

A Division of **PNEUMATIC SCALE CORPORATION, LIMITED**

For over thirty-five years Pneumatic Scale Corporation, Limited, has manufactured automatic labor-saving machinery for many of the world's largest producers of merchandise.

ROYAL SATIN

Examine the enclosed sample of *ROYAL SATIN BOARD.*

Specifications—#70—26 x 38—Lined one side with Mica Embossed paper (furnished by Louis Dejonge & Co.). Lined on reverse side with our *ROYAL SATIN* Book Paper.

Criticize this sample from every possible angle.

Note—Its remarkable smooth finish free from felt marks and surface imperfections.

It scores and corner cuts without flaking.

Its rigidity and body is in a class by itself.

It is not brittle and will not warp!

Now compare this *ROYAL SATIN* with the board you are receiving in your boxes. It will stand every conceivable test as it is admittedly the finest board manufactured for quality boxes within its price range.

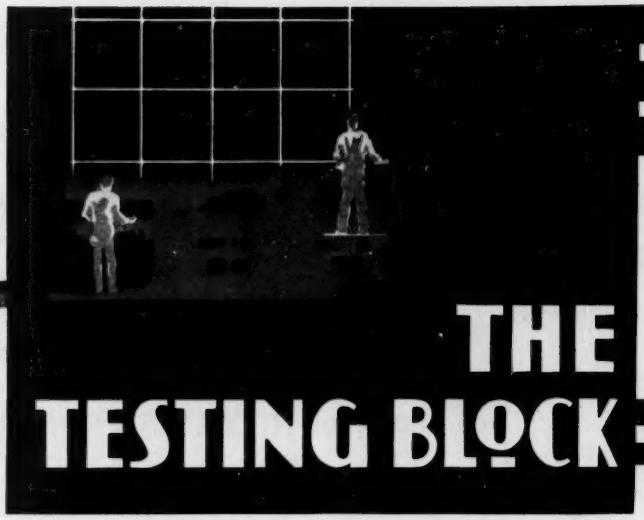
Specify *ROYAL SATIN BOARD.* It is your guarantee of quality.

Produced exclusively by

THE BUTTERFIELD-BARRY COMPANY

OLDEST ESTABLISHED PAPER BOARD DISTRIBUTORS IN AMERICA

174 HUDSON STREET - - - - - NEW YORK



DESIGNING
ENGRAVING
ELECTROTYPING

THE TESTING BLOCK

PRESSES—NOT PROMISES—ARE THE TRUE GAUGE OF GOOD PRINTING PLATES

The very best of presses, pressmen and make-ready cannot secure good reproduction from poor engravings. Crescent engravings for packages, labels or cartons are made with the printing viewpoint in mind. Savings in make-ready and greater number of impressions are obtained with Crescent printing plates—let your own presses prove it.

A Booklet — "Sales Appeal in Modern Packaging" will be mailed free to those requesting it.

CRESCENT ENGRAVING COMPANY
KALAMAZOO, MICHIGAN

DESIGNERS, ENGRAVERS, ELECTROTYPERS *TO THE* PACKAGING INDUSTRY

DIOGENES WAS RIGHT!

HOW many of you manufacturers feel the same way—when it comes to finding a piece of honestly-made Box Board that carries out all the claims made for it?

Use the prying eye of a microscope or measure it by any yardstick you wish—and you will find *American Clay Coated Box Board* measuring up to its specifications always—guaranteeing you Cartons and Display Containers in which you can place your utmost confidence.

Order it on your next lot of Cartons—note the difference!

American Coating Mills
Elkhart, Indiana

Eastern Sales Office
501 Fifth Avenue, New York City

See our Data in the PACKAGING CATALOG

Chicago Sales Office
2033 Builders Bldg.

AMERICAN CLAY COATED BOX BOARD

You may have this handy reference—ready to hang up—on request.

Don't be bashful!

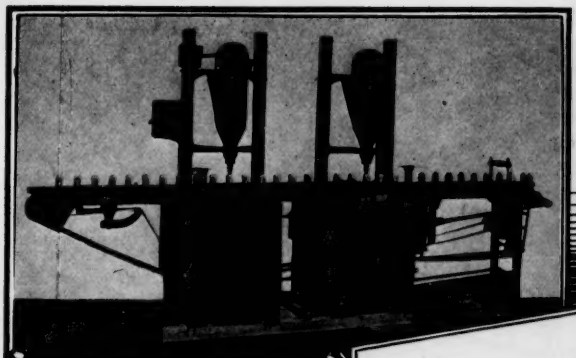
KUPFER BROS. CO.

Two Astor Pl., NEW YORK

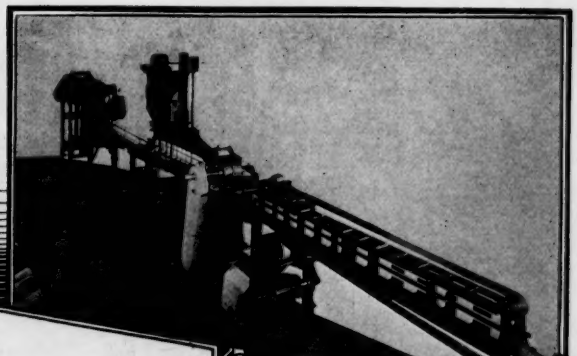
"PAPERS"

MILLS—NORTHBRIDGE, MASS.

145 W. Austin Ave., CHICAGO



Double Unit Filling Machine



Carton Filling & Sealing Machine

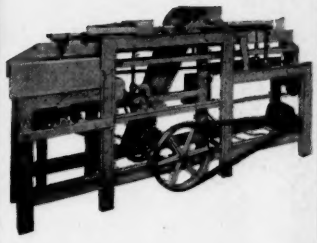
YOU cannot overlook this complete service.

We can furnish packaging or filling machines to handle practically any kind of material.

The Stokes & Smith line includes:

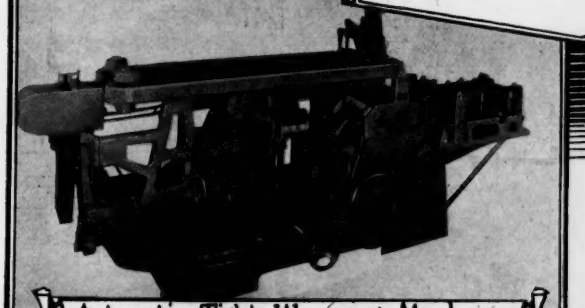
FILLING MACHINES
CARTON TOP and BOTTOM SEALERS
GROSS or NET WEIGHT SCALES
ENVELOPE SEALERS
CARTON FILLING and SEALING MACHINES
TIGHT WRAPPING MACHINES

operating at from 15 to 70 per minute. Whenever you consider packaging machinery, investigate the complete service and broad experience offered by Stokes & Smith.

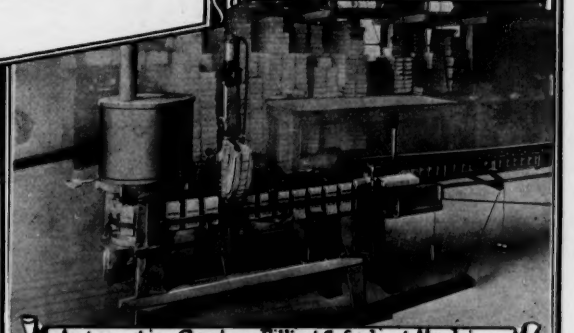


Bag & Envelope Sealing Machine

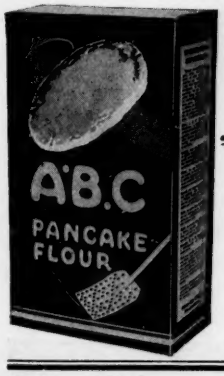
Universal Filling Machine

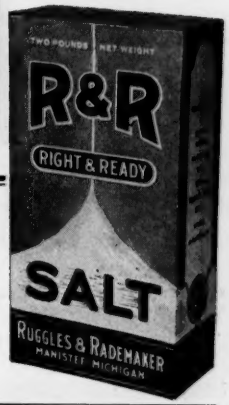


Automatic Tight Wrapping Machine



Automatic Carton Filling & Sealing Machine





STOKES & SMITH COMPANY

PACKAGING MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.

LONDON OFFICE—23 GOSWELL RD.

Your Products are Safe ~ ~ ~When Packed in Tin

The modern tin container is the strongest, lightest and most economical of all packages. It seals in and preserves all the goodness of your products. It excludes air, moisture, germs and all other destructive elements that would impair their contents.

No other type of container yields so much in service at so little cost. There is a CONTINENTAL CAN for every packaged product that will give you the utmost in service and satisfaction.

CONTINENTAL CAN COMPANY INC

Executive Offices: **NEW YORK: 100 East 42nd St. CHICAGO: 111 West Washington St.**

COAST TO COAST

CHICAGO BALTIMORE JERSEY CITY SAN FRANCISCO E. ST. LOUIS CINCINNATI DETROIT LOS ANGELES SYRACUSE DENVER
WHEELING NEW ORLEANS CLEARING SEATTLE PASSAIC ROANOKE CANONSBURG BEDFORD SAN JOSE BOSTON

"It's Better Packed in Tin"

MODERN PACKAGING

11 Park Place, New York, N. Y. Copyright 1929.

VOLUME TWO
NUMBER ELEVEN

NEW YORK, *July*, 1929

$3.00 FOR THE YEAR
35 CENTS A COPY

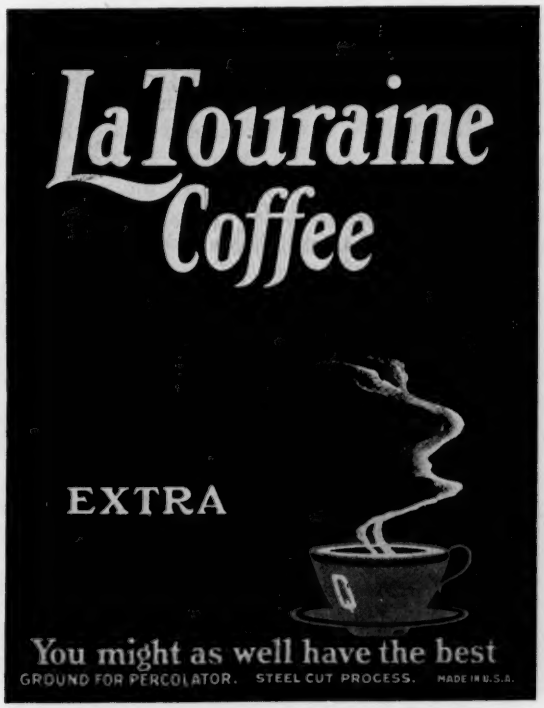
Packaging LaTouraine Coffee

New Installation Secures Automatic Straight Line Production in Placing Quality Product in Containers for Customer Convenience

By EDWARD THOMPSON

"HOW to Make Perfect Coffee" is the title of an interesting little book issued by the W. S. Quinby Company, importers and roasters of La Touraine coffee. From this the lover of coffee obtains a wealth of information regarding the proper preparation of that beverage. Among other things we learn that "The first thing you must have is quality in your coffee. It is not necessary to pay an extravagant price—but your coffee should be the product of experts. It should be selected from the finest types and kinds, and blended with a skill that brings out the genuine essence of each kind of coffee that goes into it. Then the blend must be roasted as carefully as the noted chef will prepare a sauce or a pudding. Modern coffee production has standardized the process of the coffee factory, but quality itself is never standardized. Quality depends on men—and every coffee roaster will have a different standard."

Such a statement implies that this quality is successfully obtained through various operations that are used in placing La Touraine coffee before the consumer, and a visit to the plant is substantial evidence that such is the case. In exercising extreme care to select quality coffees and blending and roasting them perfectly, the company also makes certain that only clean coffees go into La Touraine. To this end the beans undergo scouring and winnowing processes before and after being roasted. The sanitary and well-lighted plant is equipped with up-to-date machinery for these various processes, and from the green bean to the finished package the coffee—whether in bean or steel-cut form—is never touched by the human hand. The moment it is taken from the bags, it starts by means of a system of elevators and traveling buckets, on a single continuous round of the plant, from process to process, until it is automatically weighed into packages for shipment.



Display shown on two panels of the label

PACKAGING contributes no small part in the retention of the flavor of La Touraine coffee. Therefore the company has followed the progressive plan of keeping their packaging equipment, as well as that used in the other operations consequent to the production of the coffee, up to date. Only recently, improved machinery units (each with a production of 60 cans per minute) have been installed to replace the equipment formerly used. The new units provide for straight-line

Original empty cans are filled on net weighers—one of the two units

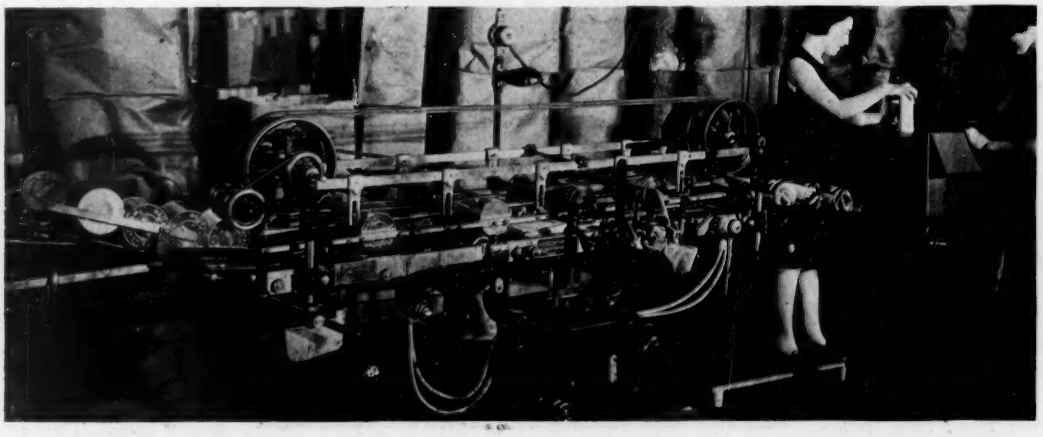
packing; in other words, the operations are continuous from the time the cans are placed on the feed belt of the filling and weighing machines to the sealer where the tops of the corrugated boxes are sealed for shipment.

The packaging operations may be understood from the accompanying illustrations. Original cylindrical cans are placed by operators on the moving belt that feeds direct to the filling and net weighing machine. Following the placing of the stamped and tight-fitting tops on each—a manual operation—the cans proceed along the belt through a reverse conveyor which turns the cans from their vertical position to a horizontal one. They then enter the labeling machine where a lithographed label is automatically placed around each can to its full height, so that in addition to identifying the product the label also effects an additional seal to the top. The cans are then hand packed in corrugated shipping cases, 24 cans in each, and conveyed through the automatic top sealer where the final seal is effected. Two sizes of cases are used, one for the 1-lb. cans and the other for $^1/_2$-lb. cans. Each of these is bottom stitched on semi-automatic machines, one of which may be seen in a separate illustration.

THE label used on the La Touraine coffee cans is most interesting both in design and advertising value. As the cans used in packaging this product are round in shape, the label was designed to secure full advertising value for the trade name and the name of the manufacturer. The label is divided into four panels outlined in gold—two of the panels just over the front and back portion of the can are alike in color and design. These are developed in a design highly suggestive of the contents of the package because of the colors employed and the details of the design.

Brown, shading from a light to a very dark coffee tone, is used as a background. A modified French script in white is used against the upper or darker portion of the label for the trade name of the product. This contrast of colors and the size and type of the lettering employed assures high visibility of the package while on display on the dealers' shelves. In the lower right hand corner of this panel a reproduction of a bright red cup filled with steaming coffee rests on a dark brown strip bearing one of the advertising slogans and a description of the contents. The cup is initialed with a large "Q" in white, thus identifying the product with the name of the manufacturer.

Realizing that good coffee depends upon skilful coffee making and that even the best coffee can be spoiled by improper brewing, this company has devoted the entire space of one of the side panels to descriptions of the proper methods of making coffee. These instructions are printed in a legible brown type face on a cream



Filled and topped cans are automatically labeled at the rate of 60 per minute

background and the four most popular methods of brewing coffee are expounded. These instructions are followed by the name of the company in a slightly larger type face and the net weight of the contents is specified at the bottom of the panel. The other small panel is developed in the same colors but in a larger type face. It is devoted to a promotional message and the name of the company.

MACHINERY AND MATERIALS

Filling and weighing machines: National Packaging Machinery Co.
Labeling machines: Burt Machine Co.
Shipping case sealer: H. R. Bliss Co., Inc.
Bottom stitching machines: H. R. Bliss Co., Inc.
Check scales: Exact Weight Scale Co.
Cans: American Can Co.
Labels: Gugler Lithograph Co.
Shipping cases: Bird & Son, Inc.

Corrugated shipping cases are bottom stitched

Waxed Papers in Packaging

By JOHN STARK
American Tissue Mills

PICTURE the old-fashioned grocery store before modern industrial science and technique evolved the present-day method and service of waxed paper packaging which is now offered.

The sugar barrel was uncovered, flies and other insects buzzed incessantly in and out; candies were exposed to the unsanitary handling of every casual prospective buyer. Coffee, tea and other commodities were baled out as they were sold from open bulk containers. Butter, lard, biscuits and similar products lay around in boxes and barrels. Cheese, bread and fruit were all exposed to the germ-laden atmosphere.

What an unsanitary, undesirable condition existed only yesterday as it were, and, unfortunately, even today in some instances, some products are not yet wrapped and packaged in an entirely sanitary and scientific manner. Today the buyer of these commodities will not consider the purchase of any one of them unless it is packed and protected by a modern sanitary packaging method.

Today waxed papers protect products not only from the heat and cold but also from disease germs and insect infestation. In fact, the hermetically sealed waxed paper packages which line the shelves of the up-to-date grocer and confectionery dealer bring to the householder's table the products of farms, dairies and orchards in a clean, fresh and sanitary condition. The modern housewife demands this kind of waxed paper packaging when buying foodstuffs and other commodities today.

Even beautifully lithographed and printed cartons and containers are being wrapped in waxed paper as a further preservation and protection of the contents, and because of the fact that the attractive lithographed trade marks and advertising designs are not hidden by this modern method of hermetically sealing these containers, waxed paper is an ideal medium for this purpose.

Waxed paper can also be obtained in beautifully decorated designs and colors executed by modern printing methods as exemplified by the numerous artistically decorated bread wrappers of which millions are used daily by the foremost bakeries, and since "Color is a master salesman" this modern, attractive and sanitary method of sealing and wrapping household commodities invariably leads to increased sales, consumers' preference in all cases, when used for this purpose.

Filled cases pass through an automatic top sealer and pressure unit

Who Selects Your Package Design?

WHO is qualified to judge the worth of a package design? What particular training or background is necessary so that one may say whether or no a package design will accomplish its full purpose? A consideration of these questions is or should be of utmost importance if the manufacturer who contemplates placing his package in retail circulation is to realize the full possibilities of his package—what it can do for him in the actual sales of his merchandise.

Let us consider for the moment what we may regard as a typical, if slightly exaggerated, example of the "treatment" which a package design all too often receives. We are now in the office of the sales promotion manager (he may also be the advertising director). He has just received a new design for a package to be used for an established product, or perhaps, indeed, it is a new product. "Mary (she is his secretary), how do you like this package? Don't you think—" and then follows the leading question. "Call Gladys" (she is a stenographer—good-looking and young and knows all the typewriters on the market but nothing more. To her, everything is cute, wonderful, charming—or not worth looking at). "Tell me," says the S. P. M., "doesn't this remind you of one of those modernistic paintings that we laughed at the other day?" To these questions, obviously asked in such a way as to require an obvious answer, he receives a reply that concurs with his opinion. His subordinates see the package as he sees it, regardless of the value, from a commercial standpoint, of those opinions.

Continuing, "I want this, you understand, but the sales manager has no idea if this is good or bad and I must sell the thing to him and to the president. But he, poor soul, is color blind." Or perhaps, "We have sixty salesmen. What they say, goes—they have to sell the stuff."

And what do they understand about art? Very little, indeed; they do not allow anyone to dictate to them how they ought to manufacture whatever they produce, but they feel that they know everything when it comes to art and the application of that art for industrial needs.

And for decades the artists in this country have stood for just that thing. They have themselves to blame if they complain about conditions as they are. "Oh, I'll change it to suit you" is the first thing they or the average salesman of an advertising agency will say when they see a frown on the forehead of their lord.

There are those who can authoritatively judge what constitute the good and bad in package design but their opinions must have the merit of conviction and not be subject to the whims and vagaries of those who, by reason of their position, are unwilling to admit that their judgment may be faulty. By this we do not mean that the manufacturer, seeking a design for his new package or a redesign for the old, should place himself blindly in the hands of any designer or artist. A specialist is usually consulted because he is experienced in a particular branch of business or science. And just so are there those specialists who have studied and are experienced in the merchandising principles of package design—those inseparable qualities that combine the art of decoration with successful selling.

"We have received our new boxes from the printer and they have now been on the market for about a week. They are splendid and we wish to compliment you on this work as it clearly shows that you have studied the problem and have given us a box that will and is selling goods. We might say that our business has increased twelve times. We attribute this largely to the new box and cannot offer any stronger praise for your work than that."

The above is a copy of an actual letter received by a designer from his client. The interesting fact in this instance is that the resistance first offered by the client to the suggestions of the artist was such as to almost prevent their reaching any amicable agreement. The design submitted was "too modern"—it was too radical a departure from that which had been done before—it meant a dismissal or discard of too much in the design of the package that previously had attained a measure of success and sales recognition for the products of the company. But it pays to be a radical—at least sometimes. Thus it was that the new container won approval.

All advertising has been radically changed during the past fifteen years but yet there are manufacturers who still retain, with little or no attempt at modernization, the package that was designed—if we can call it that—40 or 50 years ago. It must remain as it was when the best store in the frontier town was the general store lit by one kerosene lamp.

Fortunes are paid for space in newspapers, for magazine advertising, for bill boards and other types of paid publicity. Such expense is justified or at least must render an account of itself in increased prestige and continued sales for the products so advertised. But the shelves and counters in the stores and the shop windows where the merchandise is displayed, and for which the manufacturer is not asked to pay a cent—are they used to the best advantage? Are the packages

there shown such as to attract attention and create sales? In many cases we must admit they are not.

The manufacturer's package can be, at the same time, the most economical and the most effective advertising medium of all. But to obtain this result that package must be essentially right—correct in decorative design and taking into account the fact that it must sell the goods which it contains.

Just What Is Modern Art?

THERE has been, and will continue to be, much discussion on the part of manufacturers on the subject of "Modern Art." "To use or not to use" seems to be the present-day question by those using packages or other forms of merchandising and advertising. So far we have been unable to find a conclusive answer to the query, "What is Modern Art?" Each advertising agency, designer, artist or author seems to have a different idea of the decorative trend of today. The term "modern" is misleading and ambiguous, but up to the present time no better appellation has been found. Strictly speaking, there is no such thing as "modern art" in the sense that this trend is a newer, more modern form of decoration than other and older forms of artistic expression. Many of the elements employed in the present-day artistic expression are as old as the Pyramids, if not older. It has borrowed something from almost every other period of artistic expression and it is only by a combination of these forms and the treatment employed that an expression of a new form of art has been achieved.

We believe, in agreement with many others, that "Interpretive Art" might be a better term for this new form of design. It is interpretive of the spirit and verve of this particular era and—by its absence of complicated curly-cues and ornate effects—it achieves a directness and vitality that characterizes this period. This form of art is alive, forceful, clean-cut and dynamic, and for this reason more easily adapted to the industrial problems of today.

In Support of Trade Associations

IF figures are to be depended upon, there is every indication that the trade association is with us to stay and its field of usefulness is increasing with the better understanding among manufacturers in the several lines of endeavor of the possibilities of such cooperation. According to the Department of Commerce, "Never before in our history has there been such a general willingness on the part of individuals and private organizations to unite in working for the constructive upbuilding of our commerce and industry through greater efficiency of each group of related interests. The exchange of ideas and knowledge among competitors which would have been considered commercial suicide at the beginning of the present century is now deemed mutually beneficial and constructive—a distinct contribution to higher business ethics."

A recent compilation issued by the Department of Commerce lists more than 13,000 organizations, including 2000 national associations, about the same number of state bodies and more than 9100 local organizations. In 1912—seventeen years ago—when a similar survey was made and the figures issued by the Department, the total number of listings amounted to 3200 of which 350 were national in scope.

Production, manufacturing, banking, credit, retail and wholesale distribution—in fact, practically every branch of economic activity—is represented by one or more cooperative associations. Among the readers of MODERN PACKAGING we find that every one of the thirty-two groups represented by our circulation has trade association affiliation with at least one such organization.

The trade association built along constructive lines and having a mutual purpose for its membership is a form of cooperative organization which permits the greatest growth and progress in the industry which it represents. We are reminded of the story told of the ancient stage-driver who was demonstrating his prowess with the whip for the benefit of a passenger riding beside him. As he drove along he would snap off leaves and branches of the trees at the side of the road with dexterity and unerring accuracy. Finally the passenger pointed out a hornet's nest hanging from a branch easily reached from the driver's seat and suggested that he direct his efforts toward it. "Son," said the driver, "This here business of tackling one thing at a time is all right. Like as not there ain't no come-back and if there is a feller can handle it. But when it comes to bitin' into that there hornet's nest—no, sir, that's organization!" With the facilities of a group greater progress can be made than through individual effort, and the trade association affords those very facilities.

Automatic Sales for Packages

AUTOMATIC retailing, we learn, is becoming more profitable and popular as the result of recent mechanical improvements and new labor-saving features, and now automatic stores are being installed and are proving successful in the larger cities, and expansion into the field of grocery retailing is contemplated. As a distributive instrument, the coin-operated machine has arrived and bids fair to become of still greater importance in catering to the everyday needs of the people. In the export market, too, these machines are receiving attention.

Until comparatively recently the automatic vending machine trade was confined to slot machines selling confectionery, gum and matches and these were further developed to similarly distribute cigarettes, certain toilet preparations and other products. With the newer developments there is an extensive opportunity for manufacturers of packaged goods to secure wider distribution for their products, perhaps in smaller size, although totaling an appreciable volume and one which, from a packaging standpoint, can be produced economically.

Fig. 1. Attractiveness and appropriateness in the package adds to the acceptability of a gift for the voyageur

The Package Goes to Sea

Attractive Containers in Keeping with the Spirit of the Occasion Increase Sales of Gift Items

SUITABILITY of package design is one of the recognized rules of good packaging. Packages for holidays and other festive occasions have proved the value of this theory in package decoration. Such packages not only increase the volume of sales of holiday merchandise but through their presentation of the trade name in an attractive and easily remembered manner frequently result in an increase in the sales of other merchandise manufactured by the same company.

Gifts for the voyageur present an opportunity to the manufacturer or retailer to employ unusual packages as an advertising medium. The possibilities in design are numerous and, although packages of this character may be more expensive than those usually employed, the resultant advertising value more than justifies the additional expense.

Perishable products must be carefully protected if sold for Bon Voyage gifts, therefore tin containers are most frequently employed and the additional protection of transparent cellulose and waxed paper wrappers employed. We have chosen to illustrate the possibilities of packages of this nature, the packages of two companies who at the present time are successfully merchandising their products through this method.

The "Bon Voyage" book box used by Brentano has demonstrated the value of combination boxes to increase sales of books and magazines. Over eight thousand of the boxes have been delivered to steamers leaving the port of New York since the box was first introduced, and as many as five hundred and six were delivered in one day. These boxes sold at five, ten, fifteen and twenty dollars, depending upon the number

of books included. A great number of orders are received by mail or letter and the choice of the assortment is usually left to Brentano's. Light fiction and the more frivolous magazines such as *Vanity Fair*, *Life* and the *New Yorker* are usually selected.

THE box itself (Fig. 1—lower center) is of a good quality boxboard covered with a dull finish paper in deep sea blue. The cover is decorated with a seascape in natural colors and the name of the company and registered trade mark developed in red outlined in black and solid dark blue lettering.

Figure 2 shows a box recently launched by Brentano. It is named the Bonne Santé (Good Health) book box and is intended to be used as a gift to friends who are convalescing from an illness. Assortments similar to those sold in the Bon Voyage box are used, and the price range is the same.

The cover design of this box is developed in a humorous vein. The top contains the company's name and the name of the box in black and green lettering and is decorated with picture of a singing bird in the lower left corner. In the upper right corner there is a sketch of the sun coming out of the clouds. The background is a cheery deep orange. The four sides of the cover are decorated with four different outdoor scenes in orange, green, black and white.

Many varieties of steamer packages are used by Schrafft's stores. These assortments vary in price from three and a half to twenty-five dollars and necessitate many types of containers. The smaller assortments are packaged in lithographed tin boxes (Fig. 1—lower left). These boxes are then placed in plain cardboard boxes and wrapped in a printed wrapper. This wrapper is printed with a seascape in natural colors and carries the name of the company as well as that of the package.

THE steamer baskets for the assortment of candies, cakes and fruits are tastefully decorated with ribbon and Cellophane-wrapped novelties. Each basket is packed in a heavy boxboard box covered with sea-blue moiré paper. As shown in Fig. 1, upper left, the top of the box is covered with a design similar to that employed on the paper wrapper for the tin boxes.

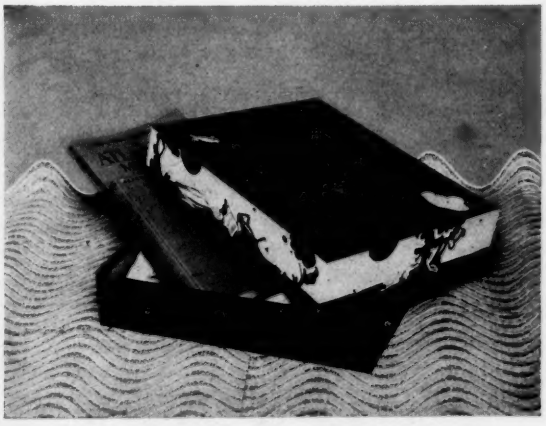


Fig. 2. A book package for the convalescent

Still another package is the Leathern Chest (Fig. 1—upper right), a tin box lithographed in leather effect and provided with a lock and key. This, too, is packed in a covered box in the same design as that used for the baskets.

All the steamer packages sold by the Schrafft Stores are tied with heavy blue silk cord and provided with special cards for the name of the sender. These cards are attractive silhouettes of a Spanish gallion.

All these packages demonstrate the worth of good design and careful attention to the niceties of packaging principles. They are reproduced in the hope that they may prove to be an inspiration to manufacturers employing novelty packages.

Regulations for Ice Cream Containers

RECOMMENDATIONS that the continued use of the 2½-gal. container for ice cream be permitted and for regulating the size of bottles were adopted here this week by the national convention on weights and measures at its closing session. In voting to continue use of the ice cream container of 2½-gal. capacity the conference reversed previous recommendations. The change, the conference reported, was because of three advantages of the smaller container. If a dealer does only a small business the smaller size will permit him to purchase smaller quantities at more frequent intervals, diminishing the chance that his cream will become stale. The diameter of the smaller container is to remain the same as the 5-gal. size, but its depth is to be only half. This size is more sanitary in that the distributor would not have to reach so far down to scoop up the cream and would not be so apt to get unsanitary matter into the cream. A third advantage claimed is that the smaller container would permit a dealer to carry a greater amount of flavors.

The conference recommendation in regard to bottles made to simulate milk bottles was that any such must be of the same size as the milk bottle. The purpose of this, it was explained, was to prevent the smaller-sized bottles from being used accidentally in the distribution of milk. Many imitations of milk bottles have been made to hold other drinks, such as chocolate milk. The conference did not object to the limitation which has a capacity of 7 oz., but suggested this should be made the same size as the milk bottle, 8 oz.

Confectioners Hold Annual Meeting

THE forty-sixth annual convention of the National Confectioners' Association was held June 3 to 7 at the West Baden Springs Hotel, Indiana. On the afternoon of June 6, O. W. Aberle presided as chairman of the package goods meeting at which was presented a report of the Consumers Service Committee. Subjects of special interest to package goods manufacturers were also discussed by members.

Cushion and Suspension Packaging

There Is a Definite Trend toward Container Design That Provides Further Protection to Packed Goods

By WALDON FAWCETT

RATHER infrequently can the art of packaging borrow anything from the kindred art of packing. Despite a similarity of objectives and a sympathy of technique, it is not so often that a medium or a process of parceling efficiency is sufficiently adaptable to be translated from one sphere to the other. Which renders all the more notable the invasion of the packaging domain by what is commonly known as the "cushion" and "suspension" school of preparing commodity units for the retail market.

Essentially, the idea of protecting merchandise by isolating the individual article in its container is by no means new in the field of packing. Furthermore, certain modifications of the method have been employed in the field of packaging. But at no time in the past has there been anything approaching the general trend to this technique which characterizes the current period. This, in turn, makes for a variety of versions which are likely to prove suggestive for a correspondingly larger body of packagers. And, perhaps most significant, the new conception of cushion and suspension packaging contemplates a capitalization of advertising possibilities that were little considered in the past.

TO give our specification the widest possible sweep, it may be agreed that the term cushion and suspension packaging, as here used, is designed to encompass any and all means for so insulating an article of commerce within its container that it will be buttressed against all reasonable jolts and jars, bumps and the pressure of weight of numbers. But, more particularly, this new conception of cushion and suspension packaging contemplates a "floating" or "cradling" of the packaged article that will depend largely for its buffers upon dead air space and will dispense with the use of straw, sawdust, loose excelsior, etc.

Here we have the keynote of the new version of cushion and suspension packaging—its contribution of protective qualities without any counter-balancing disadvantages. Packers have, in increasing numbers, been won to suspension and cushion packing by its economies, notably the savings in the cost of packing materials. But packagers, although any saving in cost is not to be scorned, are being won on quite another count, namely, customer-convenience. The fact is that consumers of fragile articles have been increasingly rebellious in recent years of the dirt and litter that attends the opening of any unit package stuffed with sawdust, hay, or what not. Purchasers at retail are by no means unmindful of the advantages and assurance of a prepackaged item that comes through to them from the factory in its original container. But, with the growing necessity for opening packages in immaculate apartments, etc., there has come deepened insistence for the non-mussy, messproof package.

FACING this sentiment on the part of consumers for the package that leaves no clutter in its wake, packagers have had their choice of two solutions. Either take the inner container out of its carton and depend for its safe handling upon its obviously fragile character, as in the case of a bottle, unguarded save by a transparent wrapper. Or else have recourse to some form of inner packing that will, without the aid of the old-time "fillers," shelter the contents from the strains of travel without increasing materially the size, weight or cost of the individual package. MODERN PACKAGING has already recounted the adventures of a number of packagers who have undressed their goods to the extent of taking a bottle or jar out of its erstwhile overcoat. No less interesting, it is submitted, are the exploits of a considerable quota of packagers who are endeavoring to attain the same ends of customer satisfaction and goodwill cultivation by the alternative route of effective but trouble-proof packaging.

If there was ever a situation in the annals of packaging that called for intensive specialization and originality and individuality of treatment it is this application of the cushion and suspension technique to packaging. The varying characteristics of the articles packaged of necessity renders each proposition a law unto itself. According to the exigencies of the particular case, the ideal method may be to support the packaged object on tiny blocks of light wood that hold the fragile structure aloof from all package surfaces. Or the indicated inner carrier may be a fibre board "cradle," such as is employed in packaging single wax cylinders for dictation machines, and which no less effectually keeps the frail contents of the package from contact with top, bottom or sides of the enclosing box. Again, a type of absorbent wadding which serves as a cushion for the article enclosed may be used.

YANKEE ingenuity is coming into play in the invention of ingenious expedients for providing shock-absorbing packages without unduly running up the cost

GAIR CORRUGATED SHIPPING CASES

WE LIKE to serve the strong, particular and technically informed buyer of Corrugated Cases. His criticisms, suggestions and repeat orders are all evidence of an intimate confidence. He has Corrugated Case ideas of his own—we respect them and study them, and nine times out of ten bring in our Creative and Design Department to put ultimate safety and economy into his Shipping Case if there is a chance for doing so.

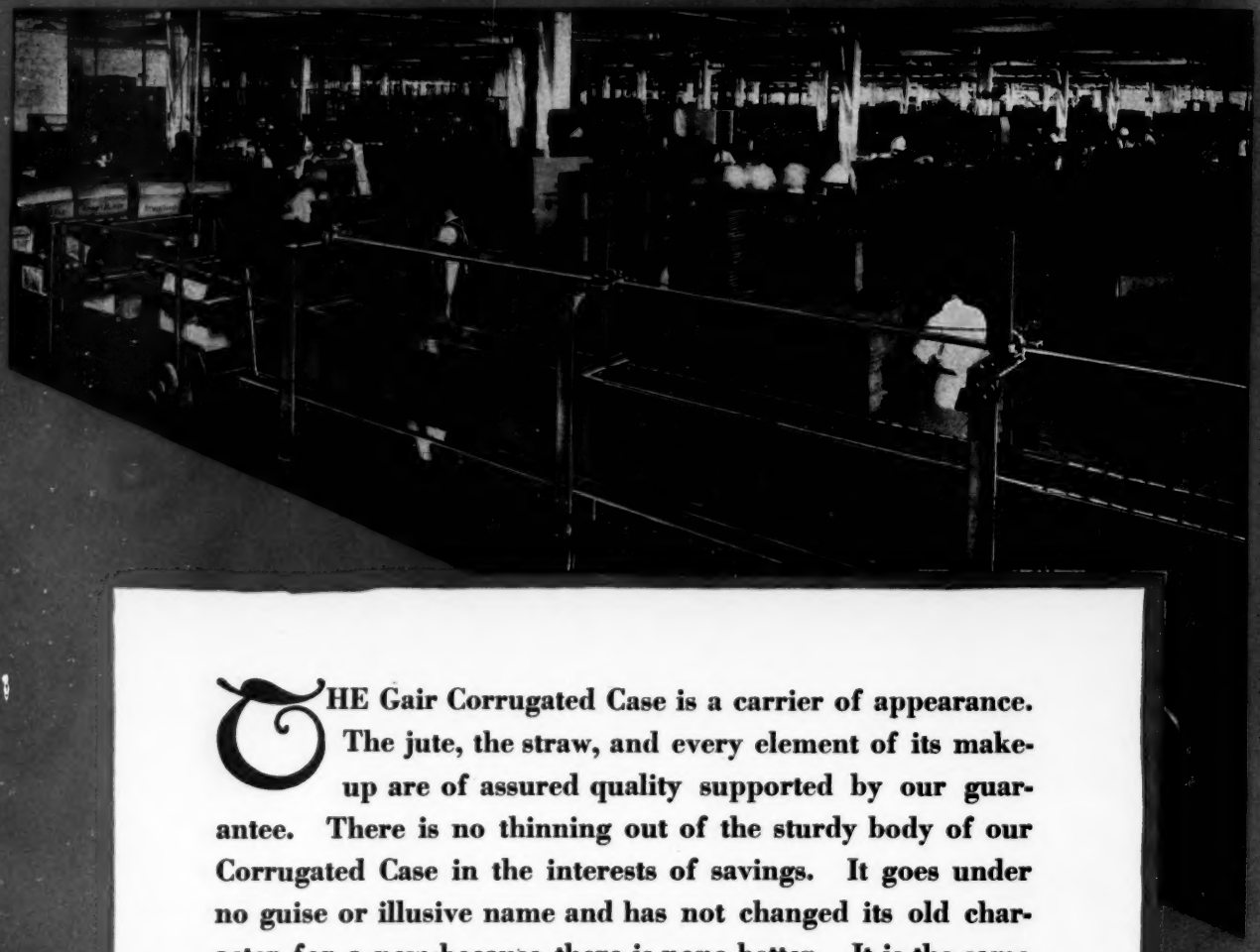
There is a distinguishing quality about the material and the build of Gair Corrugated Cases. Matter of course details, such as the number of arches to the lineal foot, the weight per thousand square feet and the pressure test are controlled by regulation—every honest Corrugated Case that has not undergone the devitalizing operation of quality clipping in the interest of cost saving should conform with these regulations, as Gair Corrugated Cases do.

There is something typical about the Gair Corrugated Case. This is due to the day-in and day-out, continuous manufacture of the standardized jute liner and tough oat straw that goes into it. Also, to the unequalled advantage that the three Gair Corrugated Case Plants have of calling upon the skill of the artists associated with the fine multi-color printing departments when featuring display advertisements on Gair Corrugated Cases.

ROBERT GAIR COMPANY

420 LEXINGTON AVENUE, NEW YORK, N.Y.

GAIR CORRUGATED SHIPPING CASES



THE Gair Corrugated Case is a carrier of appearance. The jute, the straw, and every element of its make-up are of assured quality supported by our guarantee. There is no thinning out of the sturdy body of our Corrugated Case in the interests of savings. It goes under no guise or illusive name and has not changed its old character for a new because there is none better. It is the same tan-brown jute that has given the Gair Corrugated Case its prestige for looks and durability. Our jute liner is the carefully formulated product of our own mills.

Color printing, with sunshine in it, on rugged boxes that resists the freight handlers' practical knocking about still leave a loop-hole for disappointment if the Corrugated Cases do not move in smooth procession over the sealing machine, well squared and with flaps meeting, emerging perfectly finished. Our engineers are familiar with every existing sealing machine, and the adaptability of our Cases to their varying requirements is their first consideration.

ROBERT GAIR COMPANY

420 LEXINGTON AVENUE, ~ NEW YORK, ~ N.Y.

of packaging. As matters have fallen out, the experience which container manufacturers have had in devising display containers—particularly the tilting or elevating variety—has stood them in good stead in evolving the self-padded package. A novel exemplification of the use of package resources is the cushion box which, structurally, consists of two boxes, one within the other. The inner box is slightly the larger with the result that when inserted into the other, the sides bulge inward, affording cushions on all four sides. These cushions and the folds of the top and bottom laps of the box are so adjusted that they cooperate to center the frail content and hold it in place, at the same time absorbing all shocks.

Suspension and cushion packaging presents problems other than the major one of providing a protective corridor all around the sacred object. For example, it is essential in many instances that precautions be taken to make sure that the packaged object will remain plumb in its well. Even if a one-piece box has been carefully proportioned to the article to be carried, yet may it be desirable to provide braces or collars that will keep the article virtually suspended in the center of the space, no matter what somersaults the package may undergo or on what surface it may come to rest.

Cellular packaging, if it may be so designated, is developing as one of the most important forms of cushioned packing. For, be it explained, even though cushion packaging is so often synonymous with "air cushion" packaging, it is not necessarily so. The idea of cushion packaging gained its first great impetus with the introduction of corrugated fibre board, i. e., two sheets of tough paper-board separated and braced by a corrugated sheet of strawboard, the ridges of which are firmly cemented to the parallel elements, giving a truss-like formation that has in itself a wall-resiliency that gives a cushion quality.

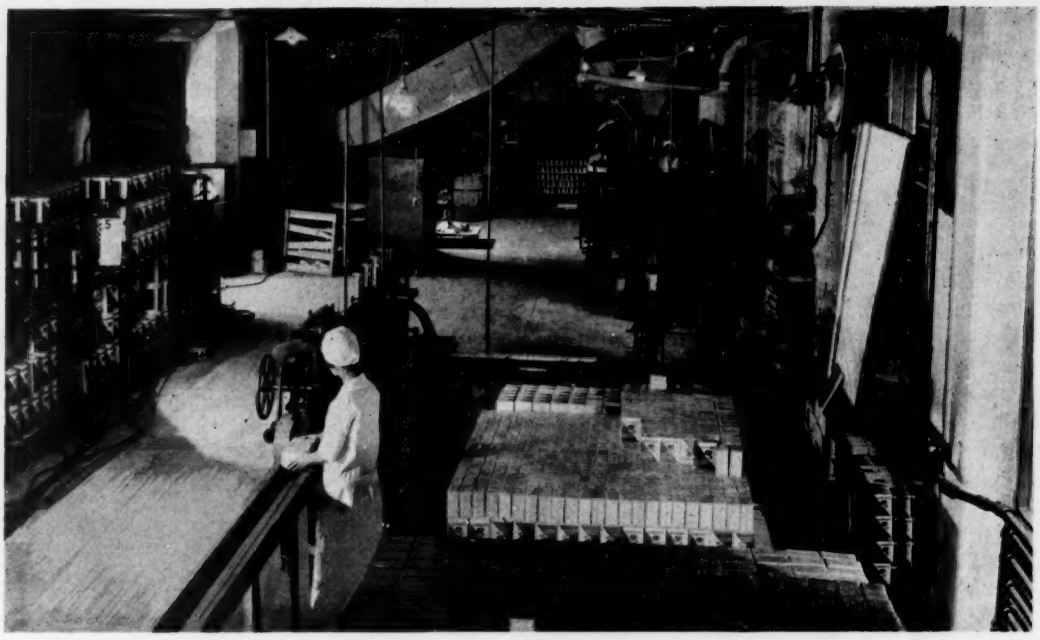
NON-ABRASIVE pads of various materials—not excepting baled excelsior held in place by a paper wrapping—are today recognized contributors to this fashion in packaging. For that matter, the "tape method" of packaging proprietary specialties, such as cough drops and other medicinal tablets, is but a variation of the cushion technique. Under this formula for packaging, the tablets individually wrapped in foil have protection against all the hazards of dusts, germs, etc., and at the same time the tablets are held firmly in place within the package by what might be described as a serial cushion arrangement. Of course, such an assemblage of severally cushioned units requires a container slightly larger than would be required for the same quantity packed without separators. But from an advertising standpoint the margin in package size has its compensations.

Speaking of advertising, brings to mind another compensation of cushion and suspension packaging, viz., the opportunity and in some instances the incentive to enclose consumer-literature with the goods. Many a packager, who has learned of the futility of the average arrangement for insuring separate delivery of a booklet of instructions, supplemental offers, etc., with each sale at retail, has been tempted by the idea of putting the message into the package. But sometimes the standard container has allowed no space for such an extra passenger. Cushion or suspension packaging automatically provides niches for printed matter conducive to repeat orders. Better yet, the packaged article may need a "sleeve," or mattress, that may acceptably take the form of an advertising folder or booklet if the printed form be folded in a manner to properly wedge the package contents.

Questions asked of advisors on cushion and suspension packaging include, in goodly number, inquiries as to the margin for safety that must be allowed between a packaged article and the outer wall of its container. The answer, always, is that there can be no hard and fast rule. The nature of the product and the size of the package are factors that gauge the amount of leeway that should be allowed. Also the rigidity of the container wall construction. Given a box wall that has no "give" or bend, under any ordinary impact and a "cushion," a fraction of an inch in thickness may answer all purposes whereas two or three times that much insulation would be desirable to immunize the contents of a container, the walls of which have more play. The question is also raised frequently whether cushion or suspension packaging is adapted to an article of odd or irregular shape. Conclusive answer is given by the number of lumpy and angular objects that are now successfully "anchored" in this type of package by means of pads and braces of cut and scored corrugated fibre.

CUSHION or suspension packaging of a kind is proving the salvation of one numerous class of packagers who are under the necessity of putting out what are, in a sense, combination packages. The group referred to is composed of packagers who provide, with their main packaged product, an adjunct, appliance or accessory, usually more or less fragile. Illustrative of this inclusive packaging is the filler that accompanies a fountain pen, the inhaler that is supplied with the average nasal remedy, and the dropper that travels with an eye lotion. Wrapped tightly with a hard object, such as a jar or bottle, a delicate glass auxiliary is almost sure to come to grief on the way to market. But, given a package within the package, in the form of a small cardboard "tunnel" or a "nest," to afford shelter and the supplementary item comes through unharmed. In some instances the holder for a service device of this class is built integral with the main container, thus affording a precaution against shifting.

It is not too much to say, indeed, that there is a noticeable trend in container construction in the United States to designs and materials that contribute to cushion and suspension packaging. Mention has already been made of the boxes that bulge to provide cushions, and of the advantage taken, to this same end, of the truss construction of corrugated fibre boxes, liners, partitions, etc. In behalf of the newest (*Continued on page 54*)



General view showing one of the two packaging units for desserts

Packaging for the Restaurant Trade

Adoption of a Plan Which Resulted in Saving of Floor Space, Greater Production and Reduced Costs over Methods Formerly Used

By D. E. A. CHARLTON

A change in the type of containers used, together with the installation of automatic machinery for filling, sealing and wrapping, resulted in an actual saving of two cents on every package for the S. Gumpert Co., Inc., Bush Terminal, Brooklyn, N. Y. In addition to this saving, the new installations permitted more floor space for storage and production operations.

This company manufactures an extensive line of food products, consisting of gelatine and cream desserts of various flavors, fruit punches and other products, in powdered form, which are supplied mainly to the restaurant and hotel trade. As may be surmised, the package problem here is one of protection rather than that of design, due to the fact that the containers are seldom placed on display and therefore it is not necessary to combine the decorative features usually required of a package. However, the packages are not without attraction and both types, cartons and cans, carry characteristic trade marks, reproductions of the prepared product, recipes and other information of value to users.

Two complete units, consisting of combination bottom and top carton sealer and gross weigher, followed by a wax wrapping machine, are used in the packaging of the gelatine and cream desserts which are placed in cartons containing 22 oz. net weight. At each of these units an attendant feeds the cartons in knock-down form to the forming block of the combination sealer which produces 30 complete packages per minute. All of the following packaging operations are automatic. The bottom seal is effected, while the carton is on the solid forming block, by means of a traveling pressure belt. Glue is applied and the flaps folded down to make the bottom seal. The carton is then dated automatically and delivered by air through a blow-off chute to a conveyor that carries it directly to the gross weigher.

The filling of each carton is effected in two stages as it passes under the gross weigher producing exceptional accurate weights. A vibrating motion assures the settling of the powder to the right height in the package. The filled packages are then returned by belt to the sealer, where the tops are closed and sealed, and proceed through a 10-ft. pressure unit to the wax wrapping machine.

UNPRINTED, self-sealing wax paper, fed from a continuous roll, is completely wrapped about each filled and closed carton and sealed with the seam at the short side of the package. The seal is effected through the fusion of the wax by means of electric heat plates. This heat unit is provided with circulating cold water cooling plates and these effect a perfect seal. A one-horsepower motor operates the wrapping machine, which occupies a floor space 10 ft. by 10 ft. and produces 30 completed packages per minute. Actually, a speed of 60 packages per minute is attainable with this machine and, likewise, all units can be adjusted to operate on other sizes.

The completed packages are packed by hand in corrugated cases containing 12 packages each and in wire-bound boxes containing 4 and 6 dozen for shipment. Sealing of the corrugated cases is effected by gluing the flaps and reinforcing the seal by gummed tape.

The fruit punches are packaged in lithographed cans containing 7 oz. each. These are received by an operator from a packer which feeds the powder direct to the can by means of a worm gear at the rate of 24 per minute. A semi-automatic rotating sealer forces the tops on the cans which are then packed by hand in corrugated cases—48 cans to the case—for shipment.

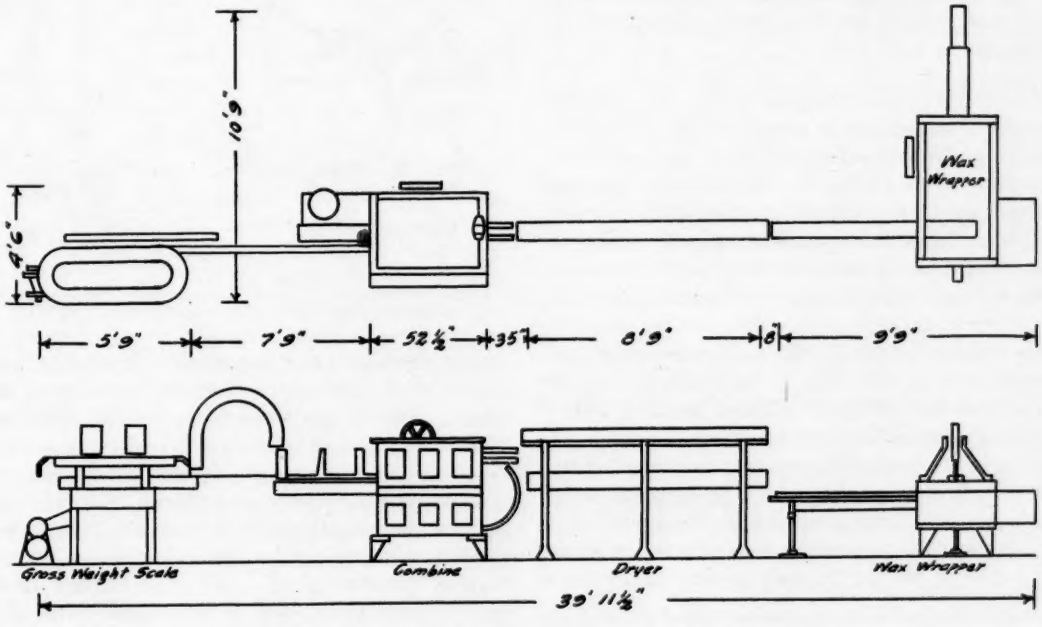
The color scheme used on both the cartons and lithographed cans features a reproduction of the particular product, ready for serving, in actual color on a background of red and white diagonals as may be seen in the illustration shown above. The manufacturer's name appears in red with the product designation in white letters, and each package also carries information for the user.

This installation offers an interesting example in compact and efficient packaging operations. A change in the package reduced the expense of the former container—a rectangular canister made of fibre with tin tops and bottoms and having a removable cover—permitted the use of a combination unit that provides more speedy production and eliminates much of the manual work that was formerly employed. Also, as already pointed out, there is a considerable saving in floor space which is a decided advantage in this case, particularly where all operations are conducted on one floor.

Type of carton used and one of the lithographed cans

EQUIPMENT AND SUPPLIES

Gross weighers and sealers: Johnson Automatic Sealer Co., Ltd.
Wax wrapping machines: Johnson Automatic Sealer Co., Ltd.
Check scales: Exact Weight Scale Co.
Packers (cans): J. H. Day Co.
Sealers (cans): American Can Co.
Cartons: Consolidated Paper Co.
Corrugated shipping cases: Schinzel Mfg. Co.
Wax paper: Kalamazoo Vegetable Parchment Co.



Plan and sectional layout of one of the packaging units at the Gumpert plant

Why Colors Fade in the Designs on Flour Containers---III*

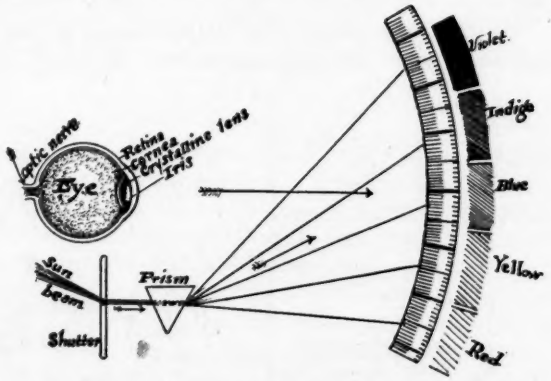
Poorly Chosen Shades Often Fail to Secure Desired Effect on Packages—Defective Vision May Distort Appearance

By GEORGE RICE

PHANTASM often makes the colors in a design on a flour package look faded when in reality the depreciation in their brightness is due to faulty placing of the colors or perhaps to faulty vision of the person observing them. Fading which has only an apparent existence has been the cause of many an argument over color failure in designs of all kinds. Its connection with the colors in the pictorial and lettered effects on flour and similar packages can be placed under two heads. Namely, the weakening of two or more colors in the design due to grouping them without regarding the standard laws of color harmony. Just as some colors tend to heighten the lustre of certain adjacent colors, so will some colors tend to lower the lustre of other colors that are in juxtaposition, making them appear flat and dull to the eye. Another cause of phantomic fading of the colors is the result of defective vision on the part of the observer and not to any modification of colors due to disregard of the laws of complementary arrangement of colors. Any faulty focusing of the lenses of the eyes not only tends to distort the most accurately planned designs on packages, but also causes a confusion of the colors because they do not get properly conveyed to the brain through the optic nerve.

RELATIVE to the first reason for the supposed fading of colors, caused by getting the wrong colors together, this is not always the fault of the designer or the manufacturer of the packages. The company using the containers may dictate the kind of colors wanted. Some packers want bright blue, magenta, cherry, orange or lapis lazuli or some of the latest hues and tints thrown together in a design much against the wishes of the firms doing the work. If customers want color combinations made up without considering the art and science of color assortment, and are willing to pay for the work, the only thing the manufacturer of the packages can do is to comply, or refuse the contract. Yet we have seen some disappointing jobs and disappointed customers lately simply because the manufacturers used a dazzling array of poorly chosen colors according to directions. It is hardly necessary to go into the fixed laws of color harmony, for these are pretty well known. They teach color impressions and all about the colors of the spectrum in the public schools. Yet there are adults who will consider the commercial value of colors on a container ahead of art, only to finally be obliged to paste a label over the poor piece of work which was the product of their brain. For instance, a packer wanted a green lizard on a yellow ground on a container for flour and the work was done accordingly, although the manufacturer of the packages foresaw the result from the contrasting effect of these colors. He warned the customers without avail. The law of modification of colors at once set up and the green lizard took on a decided bluish tint and the yellow ground an orange hue, just as always happens when green and yellow come together in a somewhat compact design in a small area.

It is possible to reduce the force of the best black colors by depriving them of their brightness with adjacent



A test of vision can be made by decomposing a ray of white light into the five principal colors of the solar spectrum in a dark room

sombre colors, just as it is possible to heighten the lustre of the black colors by surrounding them with bright colors. Some indigo blues when brought into contact with violet blues will assume a greenish tinge. Yellow along side of orange will take on a little green and perhaps spoil a contemplated effect. If orange and indigo are put together, the former will be modified to a yellow state and the latter will lose some of its indigo color and appear lighter. And so on through all of the color combinations. All of which illustrates that it should be left to the experts on (*Continued on page 56*)

* Previous instalments of this article appeared in the May and June issues.

The Package of the Month

SOME time ago the Kress & Owen Company of New York City, manufacturers of the well-known antiseptic Glyco-Thymoline, decided to manufacture a new toilet soap. Because of the close competition in this field this company realized that it would be necessary to evolve a soap that was "different" and that the success of a merchandising campaign would depend to a large extent upon the selection of a distinctive package.

Carefully selected ingredients scientifically combined resulted in a soap of unusually high quality and beneficial action. In selecting the perfume with which to scent the new soap the company took into consideration the present vogue of individual odors throughout the complete range of toiletries and wisely decided to employ a fragrance that would blend with any other odor.

Many fragrances were subjected to tests and a faint lavender was finally selected. This odor is suggestive of old-fashioned daintiness and cleanliness and, in addition, blends with any other perfume. This fragrance has proved to be an excellent inspiration for advertising copy and suggested the motif employed in the package design.

Working with this motif many package designs were submitted to various tests before the final selection was made. The present package has been selected as the package of the month because it successfully passed the usual tests applied to determine package value. These tests may be briefly outlined in the following manner:

1—*Attractiveness:* Both the wrapper and the box in which three cakes are sold possess a high degree of attractiveness because of the color effect and the design employed. The design on the wrapper is a series of deep pink silhouettes suggesting colonial costumes on a white ground set into squares outlined in a bright blue.

The box is covered with a paper wrap printed in the same colors. The top is decorated with a large silhouette similar to one of those employed in the design on the wrapper and the sides carry smaller silhouettes and the company's name and advertising slogan.

2—*Protection:* The individual cakes are first wrapped by hand in waxed paper and then in the fancy wrapper. The ends are folded under and glued in place. The box is sturdily made and the cover is reinforced with a boxboard liner which prevents the cakes from shucking.

3—*Legibility:* The lettering employed is of modified block type and provides high legibility under the usual conditions surrounding the (*Continued on page 64*)

Wrappings for Confectionery

Seven Types of Protective Coverings Are Detailed and Dimensions Given, Also Manner of Folding, Joining and Placing of Strips

By E. T. ELLIS

IN a previous article[1] attention was called to the simpler types of wrappings for confectionery packers. An outer packing was shown of a paper used for the sale of a special nutrient biscuit, while a banded type of packing used in conjunction with an unillustrated inner wrapper used by the chocolate biscuit branch of the confectionery trade was also illustrated. Six other comparatively simple sketches concluded that article and formed an introduction to a subject which is of particular interest at this time when paper is being used more and more as a protecting material for confectionery products.

In this article seven other sketches are given, but most of these are more elaborate than those of the earlier instalment. Considerable care has been taken to select those which are widely used and those which are of particular interest, but succeeding instalments will illustrate a number of even more elaborate examples and also include a further selection of simple ones so that the entire requirements of the trade may be covered.

As pointed out in my first article, the nature of the wrapping material is again subject to somewhat wide variation. Various types of foils are for the present purpose considered as papers, while greaseproof transparent paper is rapidly growing in favor, and is widely employed for sticks of colored peppermint rock candy. It should be noted that outer papers of the toffee branch of the confectionery trade are not generally greaseproof, but the inner wrappings obviously are.

FIG. 1 illustrates a popular type of single-piece wrapping for confectioners' chocolate cream bars. Considering the various parts, the main base is shown at A, 3A, while 2A is the paper overlap, which in this case is along the length of the base. The ends of this wrapping are shown at F and G, in rectangular form for the sake of clearness, but the half-moon nature of the actual end is sketched separately and lettered W. Underlap strips are found in E and H, these folding over on to the base itself; thus H, when finally in position, corresponds with 2H, 3H and 4H. The remainder of the wrapping is made up of the strips B, C and D, to which no special names can be given on account of the curious shape of the bar. Suffice it to say that D overlaps B to form the strip 2A of the base, a portion of which is concealed under each of the end underlaps, only one of which, however, is shown at 3H.

[1] See the April, 1929, issue for this article.

It will be evident that angular folds of slightly less than ninety degrees must be made along IL and MP, and also along the ends of the base of the bar lettered KO and JN. The other folds are not angular but curved corresponding with the half-moon design of the bar, and hence it is erroneous to assume that definite angles can be measured along the lines UV, ST and QR.

Actual dimensions of this type of paper wrapping are as follows: Total length of sheet, 5 in.; total width of sheet, $2^{7}/_{8}$ in.; maximum thickness of wrapped specimen, $^{1}/_{2}$ in.; width of overlap, $^{1}/_{4}$ in.; total weight, less than $^{1}/_{4}$ ounce.

FIG. 2 shows another type of single-piece wrapping for a smaller though extremely popular chocolate cream bar. The base is again compound and is made up of B, plus 2B and C, plus 2C. Of these, B plus 2B forms the main base, but C plus 2C forms the overlap strip thereon, or more accurately the overlap of the entire base. The underlap of the paper at one end is made up of 2B plus 2C, and a similar width is turned under at the opposite extremity. In this example A forms the top of the paper wrapping and D folds under the base. D then corresponds with the main base B, plus 2B already referred to.

Definitely angular bends or folds are made along the lines HH and IJ. A curved fold is also made along the line GG, angular folds are required along the lines HI and HJ, while curved folds must be made along GH, GH, angular folds again being necessary along KG and LG, as well as along the shorter lines IN and JM.

The blunt end of this bar is shown separately, the paper being turned first over the half-moon portion, then over the strip and under the base, corresponding to 2B in the sheet itself. It should be pointed out finally that 2C, after the model has been wrapped up, forms part of 2B, and from this it follows that C will form part of B.

The actual dimensions of this wrapping are as follows: total length of sheet, $5^{1}/_{4}$ in.; total width of sheet, $2^{3}/_{4}$ in.; maximum thickness of wrapped specimen, $^{3}/_{8}$ in.; width of overlap, $^{5}/_{8}$ in.; total weight, less than $^{1}/_{4}$ ounce.

FIG. 3 illustrates a banded type of confectioners' paper wrapping in two pieces. A is the banded portion of the base of the biscuit, while the whole biscuit

is shown at A, 2A, 3A, in the sheet. From this it will appear that E is the paper covering of the back of the biscuit and D is the paper covering of the front thereof, while the top is compound, being made up of B and C, with only a slight unillustrated overlap owing to the paper sealing band.

Bends or folds in the present instance approximate full right angles, although in some instances they are curved or chamfered. Folds must be made along the lines MM and NN as well as along the shorter lines HH, IJ, KK and LL. As these bends apply to the base only, it follows that other bends of a similar nature will be made along the top margin of the rectangle IJKKI. With regard to the sealing band which is shown separately, B is the top, F is one end, G is the other while the base is made up of E, plus A, plus C, plus D. From this it will be seen that E overlaps D, and is attached thereto, after insertion of the wrapped biscuit, by means of adhesive. Printing can be applied on the outer surface of those portions of the band bearing arrows, the direction being that of the print. The sheet itself while made up of two-color foil carries no printed wording as a rule.

Actual dimensions of this type of paper wrapping are as follows: Total length of sheet, $4^1/_2$ in.; total width of same, $4^1/_2$ in.; thickness of wrapped specimen, $^1/_4$ in.; width of overlap of sheet, $^1/_4$ in.; total weight, taking band and sheet together, under $^1/_4$ ounce.

FIG. 4 shows a two-piece type of paper wrapping for the candy cigar branch of the confectionery trade. The irregular shape of the sheet should be carefully noted. The length and width of the cigar itself is shown by the diagonal strip C, while the large twisted end strip is represented by D. A small triangular end strip is found in G but the main means of concealing this type of confectionery is found in the four-sided figures A and B, which provide satisfactory protection. Curved bends or folds are made along the dotted lines EE and FF, corresponding with the circular end N of the candy cigar shown separately.

With regard to the band, the first point to notice is that it is large enough to take these wrapped candy cigars in bundles of three. The bulb-like curves should be noted, also the angular corners H and K. The strip 2G represents the overlap and carries adhesive. When put round the bundle of these wrapped candy cigars, the line HK then corresponds with the line LM.

In finishing it should be noted that the sheet itself is usually of dark brown paper, not too thick in character, which carries no print on any surface. The paper band is of white material but it is usually colored on its outer exposed surface. It may or may not carry actual printing.

Dimensions of this type of paper wrapping are as follows: Length of top of sheet measured along 2E2F, $5^1/_4$ in.; length of base of sheet measured along 3E4E, $3^3/_4$ in.; width of sheet measured along 2F4E, $2^3/_8$ in.; diameter of base of wrapped candy cigar, $^1/_4$ in.; width of band overlap, $^3/_8$ in.; total weight, taking one sheet only to one band, under $^1/_4$ ounce.

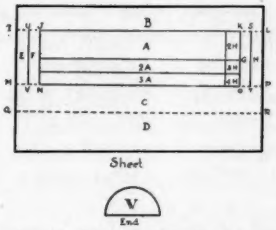


Fig. 1 Single-Piece Paper Wrapping for Large Chocolate Cream Bar. (Actual Size)

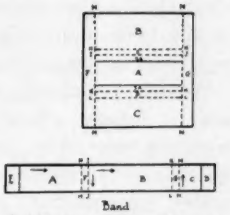


Fig. 3. Two-Piece Banded Paper Wrapping for Chocolate Biscuit Packets (Half Size)

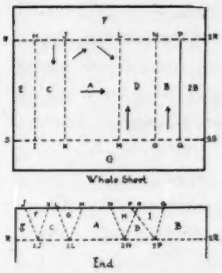


Fig. 5. Single-Piece Outer Paper Packing of Toffee Trade. (Actual Size)

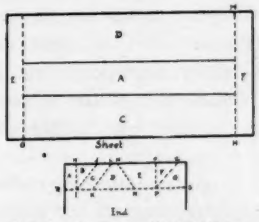


Fig. 7. Single-Piece Peppermint Rock Stick Packers' Paper Wrapping. (Half Size)

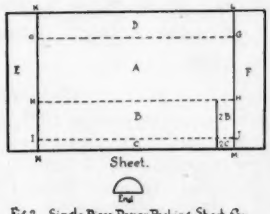


Fig. 2. Single-Piece Paper Packing Sheet for Small Chocolate Cream Bar. (Actual Size)

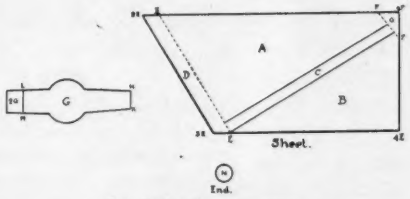


Fig. 4. Two-Piece Banded Paper Packing for Small Candy Cigars. (Actual Size)

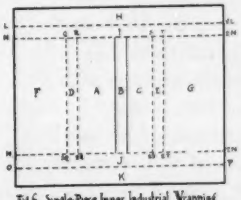


Fig. 6. Single-Piece Inner Industrial Wrapping for Chocolate Cream Slab (Actual Size)

FIG. 5 shows a single-piece outer wrapping of the toffee trade, the end being shown separately for the sake of clearness. A is the top, B, 2B forms the outer base, E forms the inner base which in position corresponds with and completely conceals 2B and thereby forms the base overlap. One side is shown at C and the other at D while the end strips are shown at F and G.

Bends, which in this case are full right angles, are required along the lines R2R, S2S, HI, JK, LM and NO. More accurately speaking, one might say that a pair of right-angled bends are required to correspond with the rectangle base JLMKJ, one at the top and the other at the base. This model is characterized by the interesting fact that it possesses no base underlap;

in other words, the folds are made on the ends themselves and not on the surface of the top or to the surface of the base.

These bends or folds are of two distinct characters. Thus single right-angled bends are made along the lines R2J, 2L2J, 2L2N, 2P2N and 2P2R. Folds forming double right angles (i. e., turning the paper twice over) are required along the lines J2J, K2J, L2L, M2L, N2N, O2N, P2P and Q2P. In some instances the bends P2P and O2N do not cross. In other words, O becomes P, while the exact position of the folds naturally varies owing to the exact shape and thickness of the toffee bars.

While printing in two or more colors may be desirable in several directions on the outer surface of the whole sheet as shown by the arrows, no printing as a rule is found on the ends. A small hole is usually punched in E just to the left of the position of this letter in the whole sheet in order to aid rapid packing by mechanical means.

Actual dimensions of this type of paper wrapping are as follows: total length of sheet, $3^{7}/_{8}$ in.; total width of sheet, $3^{1}/_{4}$ in.; thickness of packet or depth when actually wrapped—this being measured along MO in the sketch of the whole sheet—$^{5}/_{8}$ in.; width of overlap (2B), $^{1}/_{2}$ in.; total weight, under $^{1}/_{4}$ ounce.

FIG. 6 shows another useful type of single-piece inner wrapping for the confectionery trade. There is a big demand for large flat bars of chocolate cream, and this is used for their protection. The top of the model is made up of A, B, C, the two sides by D and E, and the base by F and G. Turning these over into position—making right-angled bends along the lines Q2Q, R2R, S2S and T2T—we find that there is a base overlap corresponding with the strip B, shown on the top. In other words, F overlaps G nearly but not quite at the center of the base.

The ends of this wrapping are simpler than some of those just described. The main ends are, as will be gathered, made up of the narrow strips I and J, and the end underlaps or flaps of the wrapped ends which underlap the base are made up of H and K. In other words, the strip H is turned completely over to form an underlap of the base and the same remark applies to the strip K. Therefore, right-angled bends must be made along the lines L2L, M2M, N2N and OP.

The material for this wrapping is usually leadfoil or tinfoil, brightly colored on its outer surface and silvery on its inner surface. No printing is usually demanded on either.

Dimensions of this type of paper wrapping are as follows: total length of sheet, $4^{1}/_{4}$ in.; total width of sheet, $3^{1}/_{2}$ in.; total thickness of wrapped specimen, $^{1}/_{4}$ in.; width of overlap, corresponding with B, $^{1}/_{4}$ in.; total weight, less than $^{1}/_{4}$ ounce.

FIG. 7 shows a single-piece wrapping sheet for a stick of peppermint rock candy of moderate size. The position of the stick in this sheet is shown at A, C being wrapped over this while D forms the substantial and extra large overlap. The ends of the sheet are shown at E and F, curved bends being required along GG, and HH.

The folding of the paper over the ends deserves special comment. One end is sketched separately and is made up of various rectangular, triangular and irregular-shaped figures lettered A, B, C, D, E, F and G. The paper is turned in in a simple manner toward the center, along the lines RI, KI, KN, PN and PS, but it is folded over in a compound manner; i. e., two folds are made, along the lines HI, JI, LK, MN, OP and QP. If this was an angular example instead of circular stick, we should, of course, describe the folds by saying that the first lot were made up of single right angles and the second lot by double right angles. It is interesting to note also that these ends have no twisted extensions, which are common in wrapped rock sticks. In other words, the paper is folded in to form definite segments actually on the end surface itself.

Transparent greaseproof paper is used almost exclusively for this model and carries as a rule no print of any kind on any surface. An ample overlap is used as a safeguard against softening of the contents.

Actual dimensions of this type of paper wrapping are as follows: total length of sheet, 10 in.; total width of sheet, 5 in.; diameter of wrapped stick, 1 in.; width of overlap strip D, $1^{3}/_{4}$ in.; total weight, well under $^{1}/_{4}$ ounce.

Large quantities of confectionery making use of the described types of wrappings are consumed even in the course of a single month. In spite of keen competition there is still big money to be made in the production of attractive out-of-the-ordinary wrappings for confectionery of every type.

Readers are asked to note that occasionally confectionery packings are patented or otherwise protected. In all cases, therefore, before proceeding with the production of the types described and others, the usual inquiries should be made through patent agents.—EDITOR.

Gummed Industries Association Meets

THE Gummed Industries Association held its regular summer meeting at the Hotel Clifton, Niagara Falls, Ontario, on June 19. The meeting was well attended, both member and non-member firms from practically all sections of the country except the Pacific Coast being represented. Irving McHenry, president of Mid-States Gummed Paper Co., who is president of the Gummed Industries Association, presided.

Among the topics discussed at the meeting on which some definite action was taken were reports from the publicity, standardization and tariff committees of the association. Much of the time of the meeting was given to a discussion of ways and means of bettering the statistical service of the association. The next regular meeting will be held in Chicago during the week of Oct. 6, the exact time and place to be announced later.

Packaging Cleaning Powder and Stove Polish

Reproduction of Containers in All Advertising Paramount Consideration of American Ammone Co., Manufacturers of Ammo Cleanser and Fyr-Pruf Polish

By JOHN WINTERS FLEMING

TO package a cleansing powder in a fibre can and a stove and nickel polish in a tin container of different sizes might seem to require a complicated packaging department, accompanied with the evils of involved operations, lost time, labor and money. But such is certainly not the case in the packing operations at the Buffalo, N. Y., plant of the American Ammone Company where Ammo, the powdered ammonia cleanser, and Fyr-Pruf stove and nickel polish are placed in containers and shipping cases for world-wide distribution.

The American Ammone Company's Buffalo factory is a five-story structure at William St. and Fillmore Ave., in the extensive industrial section of eastern Buffalo. The second, third, fourth and fifth floors of the building are devoted to manufacturing. The packaging department is situated on the street-level of the first floor. Thus gravity production methods, rather than stream-line, are used.

Containers used for products of American Ammone Co.

Ammo, the ammonia powder, is packaged in fibre cans of 12-oz. (net) capacity. Fyr-Pruf stove and nickel polish, a cleaner that at one and the same time brightens up the blacking of a stove and polishes the nickel work, is packed in tin cans of 7-oz. (fluid) capacity. Ammonia, obviously, is one of the chief ingredients of Ammo. Carbon, graphite and water are the main constituents of Fyr-Pruf stove and nickel polish. The processes of manufacture are different. The packaging operations, as well as the sizes and types of the packages themselves, are different. Yet effective simplicity and standardization of packaging operations are adhered to.

ON the third floor of the building the manufacture of Fyr-Pruf stove and nickel polish starts with the mixing of the three main ingredients—carbon, graphite and water—along with the other elements in the polish. This mixing takes place in three 1000-gal., steel-jacketed, steam-heated tanks. From these heat mixers the hot, molten stove polish is piped down to the second floor into two vast storage and seasoning tanks where the polish is cooled and aged.

From these tanks the polish is piped directly to the filling machine on the first floor where the tins of polish are filled at the rate of 60 cans a minute. A conveyor belt carries the filled tins to the capping machine, also geared to 60-a-minute speed capacity, where the tops are screwed on. The same belt conveys the filled and capped cans of polish to the automatic labeling machine where they are labeled at the standard rate of 60 cans a minute. Then the filled, capped and labeled cans are packed by hand into corrugated shipping cases, three dozen to a case. The cases are then placed on a conveying belt which carries them through the automatic machine for top and bottom sealing. Thus, while gravity production methods are used in manufacture of the product, stream-line packaging is utilized.

THE manufacture of Ammo commences on the fifth floor where the raw materials are ground into powdered form. From the fifth floor these materials are piped through to sifters on the fourth floor where they are graded, then to the third floor for mixing and finally to the second floor where the powder is placed in seasoning and aging tanks.

From these tanks the Ammo is piped directly to the filling machine; in this case, a volumetric filler, especially designed and built by the company for their own use. This machine fills the fibre containers with Ammo by

Filling cans of polish at rate of 60 per minute

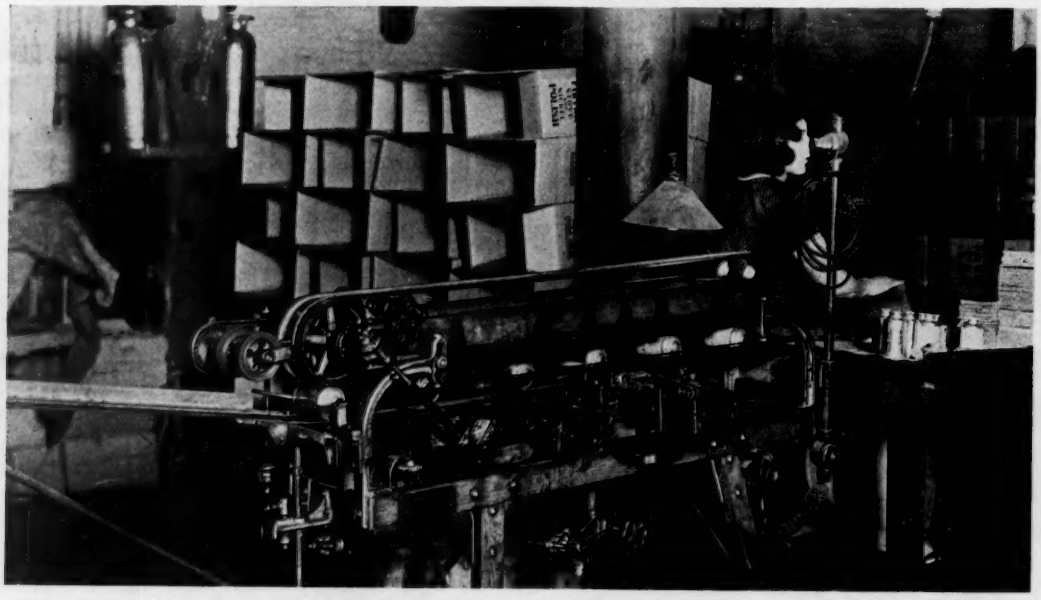
Capping of the polish cans follows the filling

volume and not by weight, at the rate of sixty containers per minute. Following the filling operation tin covers are crimped on the containers by a semi-automatic machine. No labeling operation is necessary in this instance so that after the capping process the cans of Ammo are ready for the shipping cases. The corrugated shippers, each containing 36 cans of Ammo, are conveyed by belt to the sealing machine where they are top and bottom sealed at a rate of 100 cases an hour, or about 800 cases in the eight-hour day.

So much for the technical packaging methods and operations. At this point it is appropriate to ask what the American Ammone Co. think of their packages. What do they expect of their containers and what do they seek in them? How important do they consider the package in merchandising?

The American Ammone Co., as represented in Buffalo by W. H. Owen, factory manager, sought and obtained durable, colorful, convenient containers, both for their stove polish and for Ammo. Each product is instantly identified by its package. No one ever mistakes the brilliant red, white and blue Ammo can for anything else. Conversely, the very sight of the Ammo container summons up the thought of Ammo. And the same applies to the equally colorful yellow and black tins of stove polish.

This desirable merchandising virtue, instant package identification, has been in part attained by the use of unique and striking containers. But it has been ac-



Labeling machine which affixes labels to polish cans at rate of 60 per minute

Conveyor belt unit for streamline packaging of stove and nickel polish

quired to a greater degree by means of tying up the package with the advertising, completely. *Never a stick of advertising copy exploiting either Ammo, "Ammonia in Powdered Form," as the company sub-titles it, or Fyr-Pruf stove and nickel polish appears anywhere in the world without an accompanying and realistic picture of the package.*

In newspapers the nation over, on the billboards, in the national magazines, in the printed circular matter enclosed as dealer-help advertising with every shipping case, and on street-car cards, always the picture of the package appears.

Wherever possible, such as in the magazines, and on billboards and street-car cards, the package picture appears life-size and in natural color. Small wonder the American Ammone Co. has reached its goal of instant and perfect package identity! ! !

What a tribute this advertising is to the power of the package! Never an ad without the package!

In conclusion it might be (*Continued on page 56*)

Pressure unit for sealing shipping cases containing three dozen cans

Better Box It Better

Cost of Package Shipments Is Properly Sales Expense—Use of Poor Packing Materials or Methods Constitutes Waste Practice

By RALPH L. HARDEN

Director of Sales, The Mason Box Co.

THERE is a story going the rounds of the humorous columns concerning the pest who handed a rather frail-looking box to his local postmaster. "Do you think this is strong enough to trust to the mails?" he asked. "I doubt it," replied the postmaster, "but we'll see." He lifted the box high in the air and let it fall with a crash. "It'll get that here," he said. "And it'll get that" —giving it another bang—"at the junction. And at the terminal it'll get that!" The third "that" burst the box and scattered its contents all over the floor of the post office. "No," said the postmaster, "I think it won't get past the terminal. If it's going farther, it's not strong enough."

While this is only a story, it might well prove an exacting test to give your own postal shipments, for too few shippers realize the need for better shipping methods. A trip through any metropolitan post office would prove a revelation. It is hard to imagine the punishment any package receives in the mails. It takes no pleasure jaunt or tour de luxe in its travels to your customer. In the sorting-room, on the mail trucks or in the mail car of the limited, it is rammed, crammed and slammed. The mail clerks play no favorites—big ones, little ones, fat ones and skinny ones crowd, punch and squeeze each other. Yours is among them—the survival of the fittest. Time is the important factor in the postal service; schedules must be maintained at all costs. Hence, no kid gloves are used.

The Post Office Department, although the largest business of its kind in the world, has no advertising appropriation to spend in telling these pertinent facts to its customers. This is why the task devolves itself upon such outside agencies as are interested.

Substantial mailing boxes assure safe delivery of packages

WHILE on a recent trip to Washington, in talking with one of the officials of the Post Office Department, I was told that the widest publicity should be given to the proper preparation of packages for the mails. Said this official, "If the sender could only see what happens to his package on its journey through the mails, he would be more careful in his shipping methods." But come from behind the scenes at the post office and look at the matter from a strictly dollars-and-cents point of view. As expensive as the right kind of shipping may be, still more costly is the replacement of goods injured or destroyed in transit. And the same bump that injures a ten-dollar article of merchandise may destroy hundreds of dollars worth of good-will. So give a thought to the responsibility you place upon your shipping containers. Your samples and merchandise must arrive at their destination safe and intact, or your manufacturing and sales efforts go for naught and your customer is dissatisfied. In other words, there are many, many times when all the cost of gaining a customer's friendship, confidence and order have been thrown away because the goods as shipped have been received in bad condition.

A trail of damaged packages poorly wrapped by senders follows in the wake of the annual Christmas rush

There may be those who will not agree with me that shipping costs should rightly come under the head of sales expense, but the shipping department can do a

great deal toward making goods acceptable to the customer upon arrival, thereby lightening the burden of the salesman. Right containers and right methods of packing should certainly be looked upon as good-will and prestige builders.

Just the other day, the head of a large hardware concern in New York City gave out an interview, published in one of the business magazines, in which he told of the trouble he had had in receiving goods in bad condition because of poor packing. The significant fact in his statement was that his business had been finally lost by these concerns in favor of those companies who took an interest in their packing and shipping. Incidents of this kind are common, although the company that loses the business may not always know the reason therefor.

ANOTHER type of postal shipment to which little thought is given is that of the small sample. A recent survey of the sampling methods of over one hundred concerns show that national advertisers do not appreciate the value of first impressions so far as their samples are concerned. They spend good money for a big spread in the magazines and newspapers advertising a sample of their product. The advertisement is attractive and the reader is interested. If he clips the coupon, he is perhaps more interested than he will ever be again. If the sample arrives in a neat, attractive package, showing the manufacturer is proud of his product, it has every chance of doing its desired work. We wonder, however, how many samples have made good under the handicap of a poor container. Not many, if the truth were known.

There is also the penny-wise, pound-foolish policy of many advertising managers in mailing their catalogues. Handsome volumes, bespeaking the many weeks of preparation, expensive stock and color printing, to say nothing of the beautiful binding that should be protected, are sent out in containers that are ugly, undignified and above all do not protect their valuable contents. The ensemble idea is the order of the day.

For catalogue or package mailing a box of this type secures protection

Why not make the box that carries it a part of the catalogue picture? And beauty and strength can go together, so that when your prospect receives your sales literature, he is impressed before he opens the box cover. To have your container right may mean only a fraction of a cent increase on the cost of each individual mailing and at best a very small percentage of increase on the total cost of the catalogue and mailing. It is not what a container costs, but what it saves, that counts. If it saves a two-dollar catalogue, it is worth many times its cost.

Don't jeopardize your sales effort for the few extra cents that correct containers may cost. First impressions are the lasting ones. Have your merchandise, samples or catalogues make that lasting first impression by means of the correct traveling dress placed thereon.

Photo by International Newsreel

Typical sorting-room scene. What chance has the poorly wrapped package?

Washington Correspondence

SENATOR Smoot of Utah recently introduced a set of resolutions in the Senate, the effect of which, if they are adopted, would be to place all tobacco products, together with their packagings, wrappers, or boxes or containers, as well as wrappers and labels, under the control of the Food, Drug and Insecticide Administration of the United States Department of Agriculture. He would especially check what he terms "the false and deceptive statements made through advertising media."

In advance of the passage of this resolution and any statement from officials of the Government as to what might follow, it is believed that in such a contingency the hundreds of packaging concerns all over the country as well as the tobacco manufacturers themselves would come under and be required to meet the drastic inspection and regulations as now required by the Pure Food Law for other packaged products. This resolution follows:

WHEREAS, the manufacture and sale of tobacco products are matters that affect the public health and welfare of millions of our population, and whereas various drug products are contained in tobacco;

WHEREAS, because tobacco, now abandoned as a medicinal agent, is no longer classified as a drug and thus escapes, through a technicality, the controls set up in the Food and Drug Act adopted by Congress for the protection of public health;

WHEREAS, public health would be better served by empowering the Food, Drug and Insecticide Administration of the United States Department of Agriculture to exercise the same controls over false and deceptive statements made through advertising media that it now exerts in preventing the use of false and deceptive statements, designs or devices made on containers or labels;

NOW THEREFORE BE IT RESOLVED, that the Food and Drugs Act, June 30, 1906, as amended August 23, 1912, March 3, 1913, March 4, 1913, July 24, 1919 and January 18, 1927, be and is hereby further amended as follows:

The words "food or drug," "food or drugs," or "food and drugs," as the case may be, wherever they occur in Sections 1, 2, 3, 4 and 11 of the Act of June 30, 1906, as amended, are changed to read food, drug, tobacco or tobacco products."

Section 6 of the Act of June 30, 1906 is amended by adding at the end thereof the following:

The term "tobacco" means the leaves of the plant Nicotiana Tabacum. The term 'tobacco products" means the products from tobacco prepared for smoking, chewing or snuffing.

Section 7 of the Act of June 30, 1906 is amended by adding at the end thereof the following:

In the case of tobacco: If it contains any added deleterious or added poisonous substance.

The first general paragraph of Section 8 of the Act of June 30, 1906 (34 Stat. 768) is amended to read as follows:

That the term "misbranded" as used herein shall apply to all drugs, articles of food, tobacco or tobacco products, or articles which enter into the composition of food, or tobacco products, the package or label of which shall bear any statement, design or device regarding such article, or the ingredients or substances contained therein which shall be false or misleading in any particular, and to any food, drug product, tobacco or tobacco product which is falsely branded as to State, Territory or Country in which it is manufactured or produced.

Section 8 of the Act of June 30, 1906 is hereby further amended by adding immediately following paragraph three of the section beginning "in case of drugs," the following new paragraph:

"Fourth." If, in any manner or by any means whatsoever, it or they or the ingredients or substances contained therein are falsely or deceptively advertised, represented or described or if the curative or therapeutic effects of a product or the ingredients or substances contained therein are falsely and fraudulently advertised, represented or described.

Section 8 of the Act of June 30, 1906 is hereby further amended by adding immediately following at the end of the second proviso of paragraph four "in the case of food" a new paragraph as follows:

"Fifth." If, in any manner or by any means whatsoever, it or they or the ingredients or substances contained therein are falsely or deceptively advertised, represented or described.

Section 8 of the Act of June 30, 1906 as amended, is further amended by adding immediately after the complete new section dealing with drugs the following new section dealing with tobacco or tobacco products:

In the case of tobacco or tobacco products: First. If labeled or branded so as to deceive or mislead the purchaser or purport to be a foreign product when not so or if the contents of the package as originally put up shall have been removed in whole or in part or other contents shall have been placed in such package.

Second. If the package containing it or them or its or their label shall bear or contain any statement, design or device regarding the ingredients or substances contained therein, which statement, design or device shall be false or misleading in any particular.

Third. If, in any manner or by any means whatsoever, it or they or the ingredients or substances contained therein are falsely or deceptively advertised, represented or described.

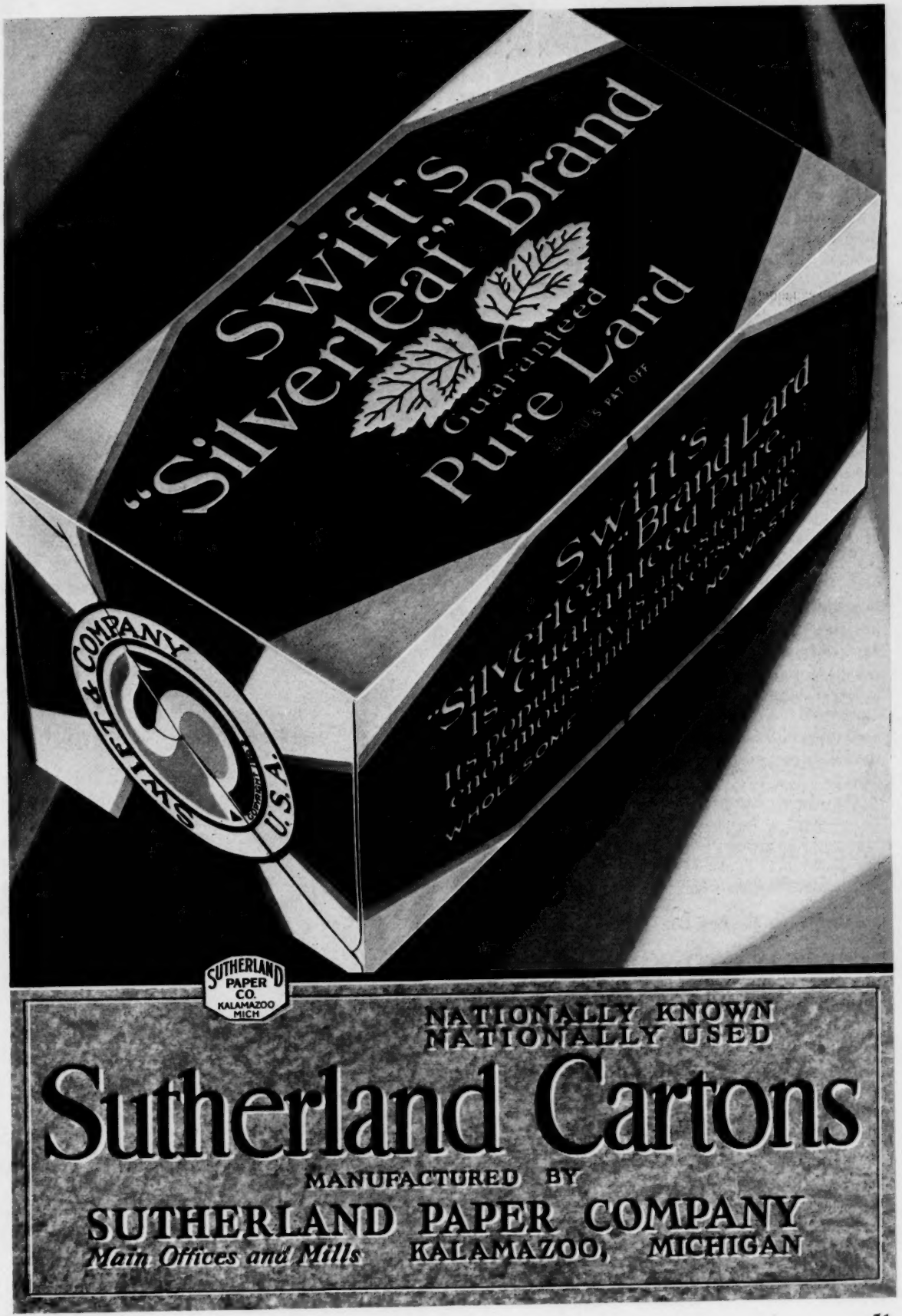
The words "food, drug or liquor" in the first line of section 10 of the Act of June 30, 1906 be changed to read "food, drug, liquor, tobacco or tobacco products."

ENACTMENT of a bill to provide for voluntary grading of canned goods is asked of Congress in a bill (H. R. 3921) introduced in the House recently by Representative Hope (Rep.), of Garden City, Kans., a member of the House Committee on Agriculture.

A similar bill (H. R. 730) was introduced by Representative Mapes (Rep.), of Grand Rapids, Mich., and was reported favorably to the House by the Committee on Agriculture.

Mr. Hope's bill would authorize the Secretary of Agriculture, upon application by any person financially interested in canned goods, to establish grades for such canned goods, and such grades would be promulgated. The proposal was referred to the Committee on Agriculture.

There are two principal differences between the Mapes and the Hope bill, it was stated orally June 12 by Mr. Hope. The Mapes bill is presented as an amendment to the pure food and drug act and would be compulsory, while the later proposal would be voluntary. Under the Mapes bill, there would be only one standard established while under the Hope bill more than one grade could be promulgated for a given variety of canned goods, Mr. Hope said.



SUTHERLAND PAPER CO. KALAMAZOO MICH

NATIONALLY KNOWN
NATIONALLY USED

Sutherland Cartons

MANUFACTURED BY

SUTHERLAND PAPER COMPANY

Main Offices and Mills KALAMAZOO, MICHIGAN

Boxes for Doughnuts

IN packaging doughnuts, the Reagan Bros. Co. of Minneapolis, Minn., carried out a plan whereby their designated trade mark is shown on the folding boxes used to contain the product as well as the corrugated cases in which the cartons are shipped.

The design which is printed on both corrugated and folding boxes is similar to a design which Reagan Brothers are using on other forms of advertising and this was submitted to the box maker to work up to a point where it could be used on both corrugated and folding boxes. The entire plan came through the salesman who was selling Reagan Brothers the complete packaging

Courtesy of Sefton Mfg. Co.

Folding and corrugated boxes used for doughnuts. Note design repetition

idea and it was submitted to the various departments for their consideration. From that point the two departments got together to decide how the design could be printed to show to its best advantage on both types of boxes as the printing of each is decidedly different. Proofs were submitted showing how well both types of boxes could be printed and how excellently the complete packaging idea tied up and the order placed.

The Reagan Brothers further put up to the salesman the problem of furnishing boxes which would be fairly impervious to grease such as is experienced when packaging doughnuts. This was solved by furnishing them with folding cartons which were silicated on the inside.

Adequate Boxes for Dry Goods Urged

THE National Retail Dry Goods Association recently issued a bulletin entitled "Report on Unit Packing, Shipping Containers, and Store Packing," in which the use of an unnecessarily large number of gift-box sizes is suggested as a source of waste. A check-up on the quantities of each size used in one department store studied showed that 106 of the 197 sizes carried were used in quantities of less than 1000 a year. Less than 500 a year of each of 85 of those sizes was reported used, while only 200 each of 28 sizes were used and 100 each of 13 sizes.

In another store the number of sizes totaled 263, counting different colors or kinds of boxes of the same size as additional sizes. This store used 16,000 boxes of a certain size and color and only 200 of the same size in another color. In another instance, 7800 a year of another size were used and only 50 a year of the same size in a different color.

The association suggests that, where the yearly quantity consumed is so small, the store drop those sizes or colors and use the nearest size of the same color or the same size of another color, whichever is purchased in large quantities and proves most economical. At the same time it is noted that costs may be increased instead of lowered by having too few boxes, as the use of too large a box necessitates interior packing material, the use of additional time to fill the extra space, and more space in the delivery wagon.

New Transparent Wrapper

A new transparent bread wrapper, known as "Visowrap," has been placed on the market by The Central Waxed Paper Co., 5659 W. Taylor St., Chicago, Ill. This product can be printed in any design or color, is made in sheets or rolls and is said to seal perfectly on any wrapping machine.

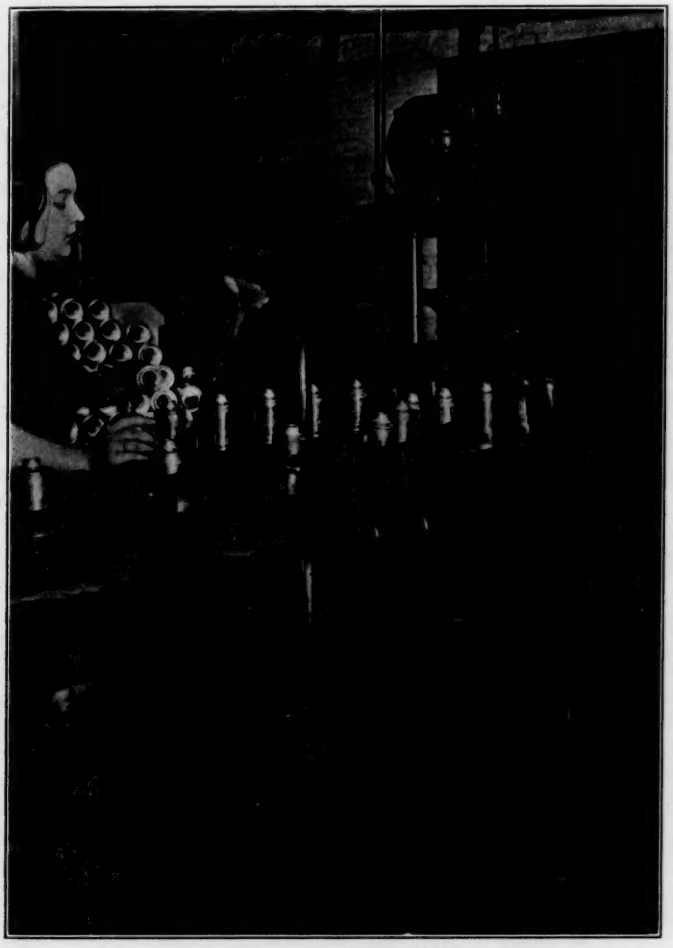
Regarding the transparency and moisture protection qualities of Visowrap paper, the following are abstracts from a report from Prof. George L. Clark, head of the chemistry department at the University of Illinois:

"I am pleased to report that the new Visowrap is actually superior in resistance to moisture penetration to your regular stock. The latter has an average rate per hour penetration of 0.0051 grams, while the Visowrap is less than 0.0010 grams per hour. I am starting another determination, but I feel very sure that you can announce superior moisture-protection qualities. I think you are to be again congratulated for the excellent achievement in this new product. It certainly should sell itself without argument."

A test made of Visowrap as compared with the ordinary waxed bread wrapper showed that the moisture losses in bread wrapped in the former are much less than when wrapped in the ordinary bread wrapper. The results obtained by the company on this test show that over a large number of tests made for a 48-hour period the moisture loss in grams when the regular waxed bread wrapper was used was 9.06, and when the bread was wrapped in Visowrap the loss in grams was 4.93.

This illustration shows a display of boxes designed to aid candy manufactors in their sale of package goods. The booth shown is that of the F. J. Schleicher Box Co., St. Louis, Mo., at the recent National Confectioners' Convention, West Baden Springs, Ind.

FYR-PRUF—
It's FILLED on the KIEFER VISCO



THERE was a problem!

A troublesome, foamy product to fill. High speed production was necessary. Clean, accurate work was essential.

But after trying various types of machines, it was found that the *Kiefer Visco Filling Machine* met the conditions ideally.

The slow, easy motion of the rotary measuring pump causes no agitation to produce foam, and the machine measures just the right amount into each can without waste or soiling of the cans.

One operator only is needed to feed the cans into the machine. They are automatically filled, discharged on a *Kiefer* conveyor, which carries them into and out of the capper and into the labeler.

In hundreds of other plants the *Visco* fills by accurate measure liquid and semi-liquid products like paints, varnish, salves, creams, mustard, jelly, apple butter, honey, etc.

Our catalog will interest you.

THE KARL KIEFER MACHINE COMPANY

CINCINNATI **OHIO**

London Office: C. S. duMont, Windsor House, Victoria St., Westminister, S. W. I.

Cushion and Suspension Packaging

(*Continued from page 37*) type of container to make its appearance in the field of American packaging, it is claimed that the molded pulp holloware container is peculiarly susceptible of conversion to safety packaging. Since the new-fangled pulp packages, which are about to be introduced in this country from Germany, are seamless and can be moulded in any imaginable shape or design, it is claimed that it will be a simple matter to fashion, integral with any container, the lugs, ledges, shelves, shoulders or elbows necessary to cushion the contents or hold the same in suspension when the package is complete. Meanwhile, a distinct phase of the advance is the development of package covers or closures that, when in position, supply the tension to hold the contents properly centered.

Among Supply Manufacturers

THE Continental Can Co., Inc., has acquired the assets and business of the Federal Can Co. of Nashville, Tenn., the largest manufacturer of coffee cans in the South. In addition, the acquired company manufactures general line cans for packing oils, chemicals, baking powder, candy, paints, dairy and other miscellaneous products. The plants are of recent construction, efficiently laid out and equipped with modern machinery for large-scale production. Adequate land is included for expansion of facilities as needed.

Under the direction of W. D. Trabue, the business of the Federal Can Co. has had a rapid growth since its incorporation in 1919. Mr. Trabue, widely known throughout the industry, will become a part of the Continental Can Co. organization.

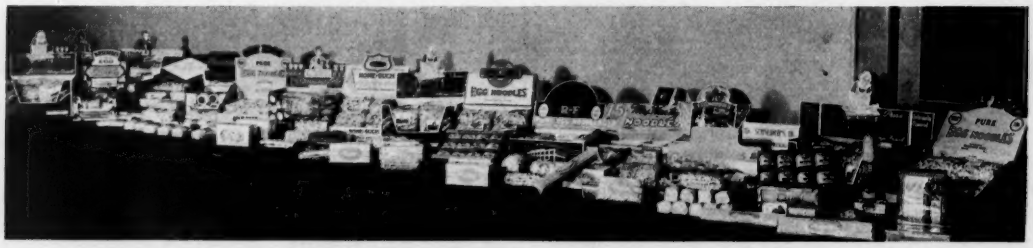
IN order to facilitate the printing of Paterson genuine vegetable parchment on the Pacific Coast, a new subsidiary of the Paterson Parchment Paper Co., Passaic, N. J., has been formed. This new company will be known as the Paterson Pacific Parchment Co. This was accomplished through acquiring the complete plant and personnel of the Pacific Rotary Printing Co. of San Francisco. Effective immediately, this new plant will handle all west coast orders. The Pacific Coast offices are located at 1224 Balfour Bldg., San Francisco, Calif.

THE Package Paper Co. of Springfield, Mass., has concluded arrangements with the Municipal Gas & Electric division of Holyoke for the rental of 50,000 sq. ft. of the city's plant which will be occupied with machinery in the near future. This company has for ten years been making special wrapping papers, including transparent specialties for candy wrappers and novelties.

AN interesting display, which comprised the alimentary paste products of twenty manufacturers, was held in connection with the 26th annual convention of the National Macaroni Manufacturers Association at the Hotel Astor, New York City, June 18, 19 and 20. The goods displayed included stick macaroni, stick noodles, loose noodles, folded noodles, novelty noodles, elbow macaroni, novelty macaroni, whole wheat noodles, whole wheat spaghetti, vegetalized macaroni, vitamized noodles, diabetic noodles and diabetic macaroni. All of the packages containing the paste products were made wholly or in part of transparent moisture-proof Cellophane.

While for most of the packages Cellophane only was used, a number of them consisted of boxes wrapped with this material. In the cases of the boxed products Cellophane provided a clear "window" through which the goods could be seen. Among the novelties were two "spaghetti dinners," made up to serve four persons. One of the dinners consisted of a bundle of stick spaghetti, wrapped in Cellophane, an envelope of similar material containing grated Italian cheese, and a can of mushroom sauce. The other box contained spaghetti and cheese and a bottle of sauce. Both of the boxes were wrapped in Cellophane and had windows which exposed the ingredients of the dinners to view.

The exhibitors were De Martinia Macaroni Co., Inc., and Schneider's Egg Noodle Co., Brooklyn, N. Y.; A. C. Krumm & Son Macaroni Co., Philadelphia, Pa.; The Foulds Milling Co., Traficanti Bros., Glees Roth Baking Co., Franklin MacVeagh & Co., Chicago Macaroni Co., and Durand McNeil Harner Co., Chicago, Ill.; Ravarino & Freschi, S. Viviano Macaroni Manufacturing Co., St. Louis, Mo.; Hartig's All Egg Noodle Co., Osceola, Ind.; National Noodle Co., Harowitz Bros. & Margareten, New York City; Ronzoni Macaroni Co., Long Island City, N. Y.; Peter Rossi & Sons, Braidwood, Ill.; Italo-French Produce Co., Pittsburgh, Pa.; The Pfaffman Egg Noodle Co., Cleveland, Ohio; Keystone Macaroni Manufacturing Co., Lebanon, Pa.; G. & J. Lo Bue Bros., Jersey City, N. J.

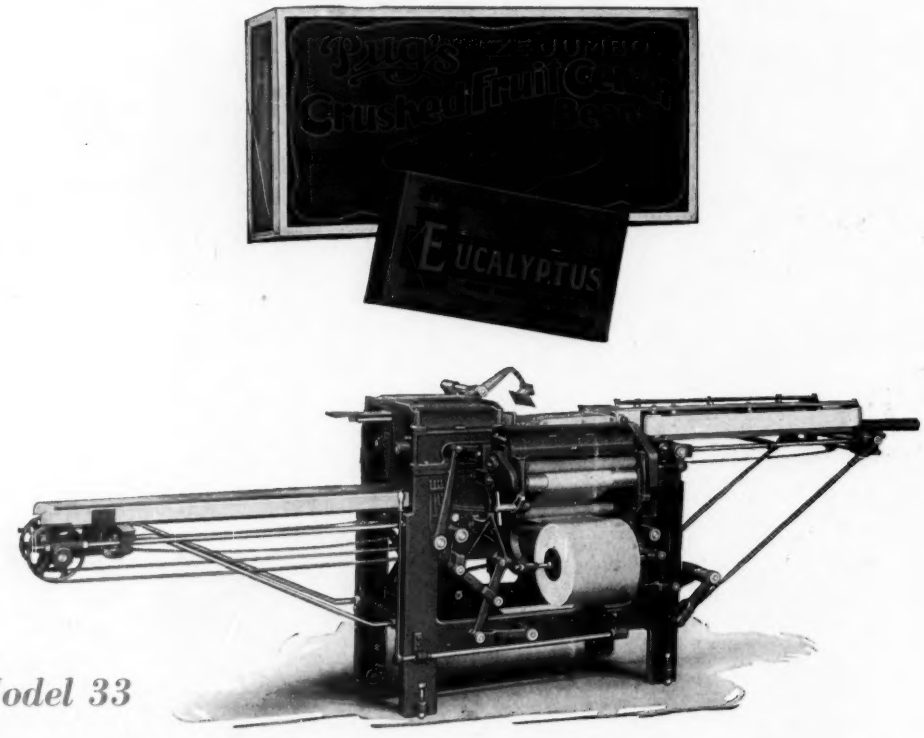


Display of transparent-wrapped products at recent convention of National Macaroni Manufacturers Association


CONSOLIDATED
PAPER CO.'S
PACKAGES
FOR
Your MERCHANDISE
Folding Paper Boxes
For the individual package made of fine quality Box Boards. Printed in bright colors from your own designs or designs created in our own Art Department.
Plain Shells
For tight-wrapped packages.
Corrugated or Solid Fibre Shipping Cases
Made of fine quality high test Liners and Corrugated Straw Board, printed in Bold Poster Style in bright colors built to carry your merchandise safely to destination and
Specially Designed
Corrugated Shipping Cases to carry odd shaped, fragile or hard to pack merchandise on cushions of air safely to your customers.
At Consolidated Paper Co., you have at your service —Paper Mills producing 700 tons of Paper a day— Box Factories of very large capacity completely equipped for speedy and economical production — an Art Department and a Package Designing Department.
An opportunity to serve you will be appreciated
CONSOLIDATED PAPER CO.,
MONROE / MICHIGAN
CORN FLAKES
COFFEE
CEREAL
SALT
TOBACCO
CAKES & COOKIES
CHEWING TOBACCO
SHOE POLISH
SALT
SALT
TOBACCO
COFFEE
CRACK
SODA
OVERSHOES

A Small Package of Cough Drops and One Pound of Jelly Beans

both wrapped on the same machine



Model 33

Capable of handling many sizes, or one size, with equal efficiency at speeds of 60 to 80 per minute. Under special construction speeds to 125 per minute are developed.

Model 33 can be handled in any packaging line with automatic hook-up. Each package regardless of position upon entering the machine is automatically timed to synchronize with the machine's operation.

Continuous steady operation for the machine—changing from size to size as production warrants. (The machine can be changed from size to size in five minutes' time. It is not a matter of adjustability, simply a definite exchange in equipment, exactly built for the package to be wrapped.)

Perhaps in your plant the daily total of packages, hand wrapped, warrants the installation of an automatic machine (possibly a group of your odd sizes), but this total may be the combination of two or three, sometimes more, sizes.

Separately they do not warrant individual wrapping machines for each size, but in combination you could make a large saving over hand wrapping.

If so, we have an interesting message for you.

For Particulars

Mail sizes or sample packages with brief description

TO

BATTLE CREEK WRAPPING MACHINE COMPANY

Manufacturers of Automatic Wrapping Machinery

BATTLE CREEK, MICHIGAN

See our Data in the PACKAGING CATALOG

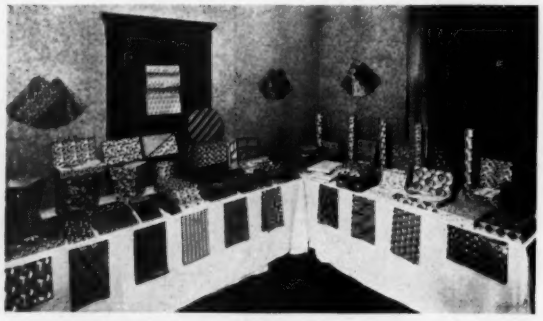
London Office: C. S. duMont, Windsor House, Victoria St., Westminister, S.W.I.

Trade Catalogs

Tight Wrapping Equipment: Stokes & Smith Co., 4904 Summerdale Ave., Philadelphia, make use of an attractive, colored, 4-page letterhead which illustrates types of machines and several packages now being used in tight wrapping work. Abstracts of testimonial letters relating to such equipment appear on the last page.

Gummed Papers: Mid-States Gummed Paper Co., 2433 South Robey St., Chicago, Ill., issue a booklet showing samples of white, colored, coated and friction-glazed and kraft-gummed papers. These can be printed or lithographed with the same case as ungummed paper if ordinary precautions are used. The papers shown are suitable for shipping, address and descriptive labels, poster stamps and stickers, coupon and trading stamps, seals and colored labels.

Mailing Material: The Mason Box Co., Attleboro Falls, Mass., issues its latest catalog and digest of mailing information as an attractive and well-illustrated booklet of 24 pages. This booklet is a valuable help to anyone making postal shipments as it contains the latest postal rulings and rates as well as information concerning economy of time and shipping costs and protection of merchandise secured by the use of Mason's mailing containers and materials. The boxes illustrated cover a wide range of sizes and shapes and can be used for many purposes. The catalog is mailed by the company in one of the standard Mason letter boxes.



Exhibition of decorative papers shown by Royal Card and Paper Co. at recent Toronto convention of National Paper Box Manufacturers Association

Packaging Cleaning Powder and Stove Polish

(*Continued from page 47*) pertinent to add that with every shipping case containing either its load of three dozen cans of Ammo or thirty-six tins of Fyr-Pruf, three dozen advertising folders are included—folders that outline the uses and merits of the product. And there's a picture of the package on every folder, in natural color.

These circulars are to be found on the counters and tables and stands of stores and shops of all kinds. But they are never given out with the tins and cans of Fyr-Pruf and Ammo. This isn't necessary, the company avers, because each package speaks for itself. Each package is known all over the globe because it is a striking package and because the company has been wise enough and sufficiently package-conscious to see to it that instant identification has been realized by tying up the package and the product in all of its advertising.

EQUIPMENT AND SUPPLIES

Case sealing machines: Standard Sealing Equipment Corp.
Capping machine: Capem Machinery Corp.
Filling machine: The Karl Kiefer Machine Co.
Conveyor belts: The Karl Kiefer Machine Co.
Labeling machine: Knapp Labeling Corp.
Corrugated shipping cases: Buffalo Box Co.; Brack Container Co.; Fort Wayne Corrugated Container Co.
Fiber cans: American Can Co.
Tin cans: American Can Co.; Giles Can Co.
Labels: Rochester Lithographic Co.; Schopp Lithographing Co.

Why Colors Fade in the Designs on Flour Containers—III

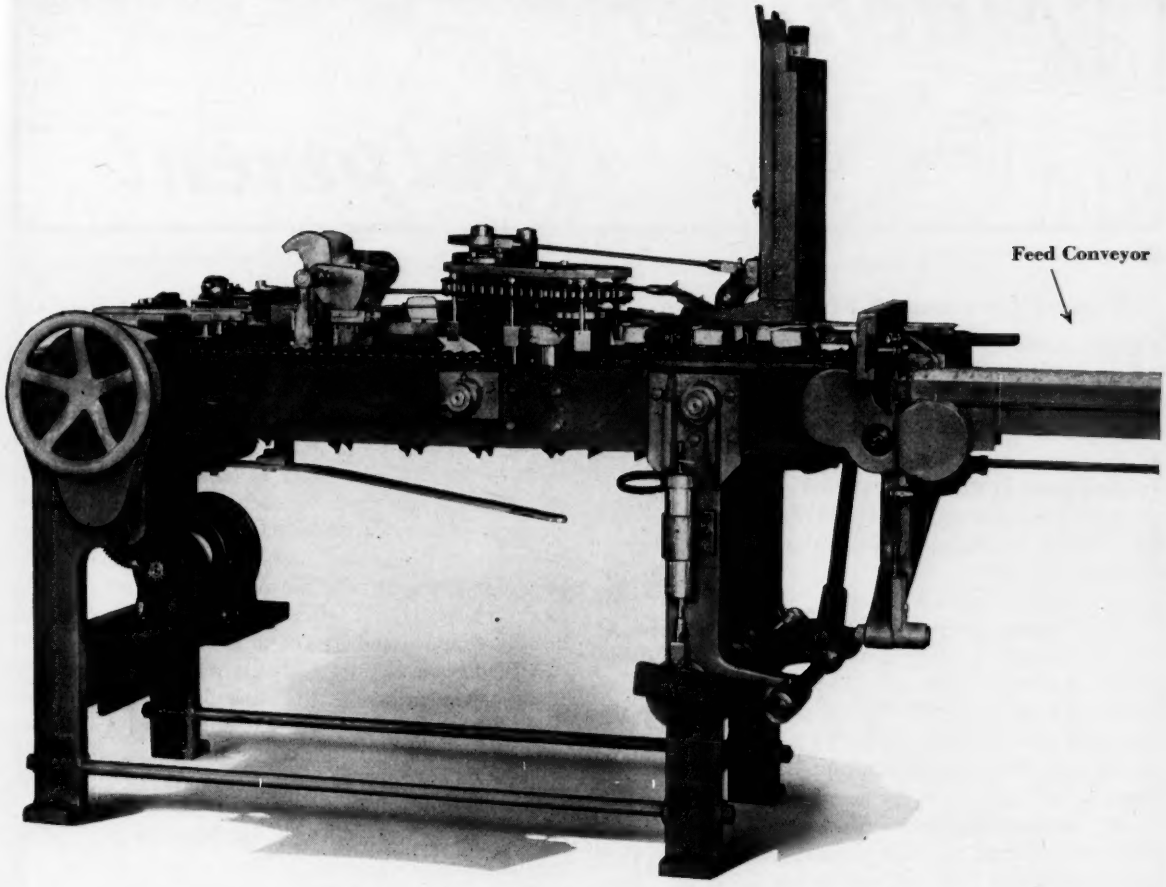
(*Continued from page 40*)

FAULTY focusing of defective eyes will so distort color and shapes of really good designs on packages that the colors often appear wrong or faded and the forms out of proportion. It is remarkable how many persons there are whose eyes are afflicted in this respect. When several million young men were physically examined for army service during the war, thousands had to be rejected because of defective vision. Yet some of these men had occupied positions in civil life that required perfect eyesight. Some were actually color blind and others had myopia or short sight and the light rays formed too far in front of the retina of the eye for correct focusing of either shapes or colors.

Some had presbyopia or long sight, due to a flattening of the crystalline lens of the eye, and consequently experienced trouble in determining forms and colors. Then there is a black membrane substance back of the retina of the eye that absorbs all light rays that should not incorporate in producing perfect vision. When this membrane weakens it becomes ineffective and makes color distinctions difficult. Unless a man's eyes are normal he cannot very well tell whether a color has definitely faded or that his powers of color observation are simply hazy. A good home test can be made by cutting a half-inch hole in a window shutter of a dark room through which a light ray can penetrate.

It will be easy to see this ray of light because of the shining particles of dust in it. Where the light ray strikes on a wall opposite the hole in the window shutter or on a screen set up for the purpose, a colorless image of light will form. But by holding a glass prism horizontally in this light beam, the former colorless image will present the five essential colors of the solar spectrum, ranging from violet down through indigo, blue, yellow and red. If the eye does not distinguish these colors accordingly, then the vision is disordered and an optician should be consulted. Anyway, the color field on flour containers or any other containers should not be declared faded or wrongly placed by a person whose vision is not normal.

LIFEBUOY and JONES CARTONERS



THIS Jones Constant Motion Cartoner cartons 150 cakes of Lifebuoy soap per minute. In case of need it will do much more.

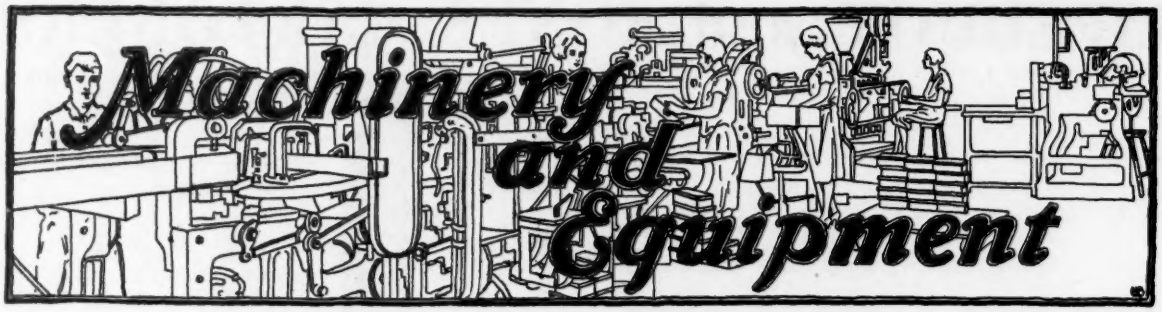
It has only four small cams for very slight operations.

Ten years ago we sent six of our cam-operated machines to Cambridge to carton Lifebuoy soap. They have worked *24 hours* per day since then. They have paid for themselves many times and are still going.

They are being discarded now, because of the higher speed, better work, and simpler construction of our Constant Motion Cartoner.

R. A. JONES & COMPANY, INC. P. O. BOX 485 CINCINNATI, OHIO

Note: You have never seen so much work done with so little mechanism.



Closing Corrugated Strawboard Boxes

THE following report of tests on methods of closure for corrugated strawboard boxes, made by Container Testing Laboratories, Inc., has been released by the Gummed Industries Assn., New York City. The object of these tests was to determine the comparative strength of these boxes of the regular slotted carton style, packed with the same contents but sealed in four different ways and thereby determine the relative value of the following closures:

(1) Ordinary silicate closure.

(2) Silicate closure and four reinforcing strips of 3-in. kraft tape applied to the horizontal end scores.

(3) A closure made only with two broad strips of gummed kraft tape with the box seam underneath the center of each strip and extending $2^1/_2$ in. over the end of the box, the width of the tape being approximately three-fifths the width of the horizontal end score.

(4) Closure made in the usual way with six pieces of 3-in. kraft gummed tape in accordance with Rule 41 of the Consolidated Freight Classification No. 5.

The material tested consisted of 105 corrugated strawboard boxes of the R. S. C. type. The various sizes of boxes, contents, and methods of closure are given below.

SINGLE WALL, DOUBLE FACED CORRUGATED STRAWBOARD BOXES WITH JUTE FACINGS, OF THE REGULAR SLOTTED CARTON TYPE

Identification Letter	Inside Dimensions (in Inches)	Contents	Certificate	Actual* Mullen Test	Actual Thickness of Liners (Inches)
A	$13^3/_4 \times 10^3/_8 \times 9^3/_{16}$	No. 2 cans	200 (220)	225	0.021×0.021
B	$9^7/_8 \times 7^1/_4 \times 6^1/_4$	Soap	175	200	0.019×0.019
C	$18 \times 12 \times 8^{13}/_{16}$	No. 2 tall cans	200 (250)	265	0.030×0.019
D	$15 \times 15 \times 15$	Soft packing	175	200	0.019×0.019

* In pounds per square inch.

The above boxes and contents represent large and small canned goods boxes, one box smaller than the canned goods box packed with fairly heavy contents, and one box larger than the canned goods box packed with soft bulky contents.

The contents were as follows: In boxes A for No. 2 cans, 24 No. 2 sanitary cans of corn packed upright in two layers of four by three each; in boxes B for soap, 24 cakes of laundry soap packed in four layers of two by three each; in boxes C for No. 2 tall cans, 46 No. 2 tall cans of evaporated milk packed in two layers of six by four; in boxes D, soft bulky package, small wood blocks, heavily wrapped and packed in blankets.

A good grade of silicate of soda was applied undiluted to the outer surfaces of the inner flaps, the outer flaps being kept in perfect alignment under firm and evenly applied pressure until thoroughly dried.

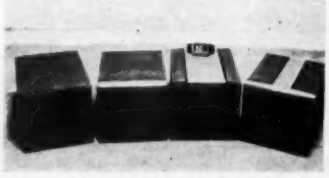
After thoroughly dry each seam formed by the edges of the outer flaps, that is, each horizontal end score of the boxes, was covered with one piece of 3-in., 60-lb. gummed tape.

The tape was applied in accordance with Rule 41 of the Consolidated Freight Classification. Boxes closed in this way with each of four samples of tape submitted were tested.

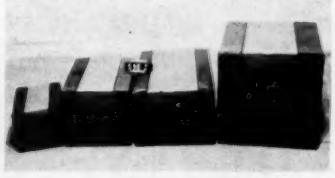
Closure was made with two broad strips of tape with the box seam underneath the center of the strip and extending $2^1/_2$ in. over the ends of the box. The widths of the strips being one-third, one-half and three-fifths the width of the horizontal end score.

MATERIAL TESTED

Contents	Identification Number	Weights Empty	Weights Loaded
No. 2 cans	A	$1^1/_2$	37
Soap	B	$^3/_4$	16
No. 2 tall cans	C	$2^1/_2$	59
Soft packing	D	3	39



Four methods of closure on boxes for No. 2 cans



Four sizes of boxes, each closed with two pieces of wide tape

Typical failure of boxes or closure in soap boxes

7 Reasons Why!

Manufacturers Should Consider Our Display Container—

1. It is built upright with the proper slant to meet the plane of the consumer's eyes.
2. It brings your product forward because of the open face in the container.
3. The flap stays upright—and keeps your sales message before the purchaser.
4. It attracts attention because of its novel features.
5. It is simple in construction—easy for the manufacturer to pack—and for the dealer to set up.
6. It requires a minimum of space on the dealer's counter.
7. It costs a trifle more but is cheaper because of increased sales.

If interested call in one of our nearest representatives or write to

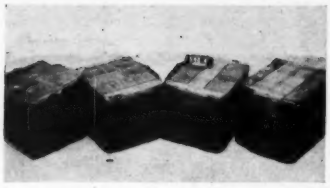
Rochester Folding Box Co.

Lithographers

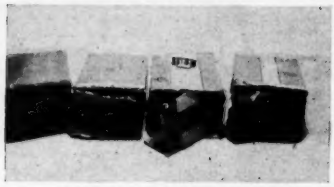
MAIN OFFICE AND PLANT: ROCHESTER, NEW YORK

New York Office
280 Madison Avenue

Chicago Office
1314 E. 54th Street



Typical failure of boxes or closure in No. 2 can boxes



Typical failure of boxes or closure in No. 2 tall can boxes

No. 2 can boxes closed with three widths of tape

Boxes were received flat, and were set up, packed, closed and marked as shown in the following table, and subjected to test in the small revolving drum, with records being made of first damage, cuts, breaks, scores open, etc., until final failure.

Identification No.	Number of Boxes Tested	Contents	Method of Closure
1-A	5	24 No. 2 cans	Silicate
2-A	5	24 No. 2 cans	Silicate and 4 pieces of 3-in. 60-lb. kraft tape
3-A	5	24 No. 2 cans	Two pieces 6-in. 60-lb. kraft tape
6-A	5	24 No. 2 cans	Two pieces 5-in. kraft tape cut from 6 in.
5-A	5	24 No. 2 cans	Two pieces 4-in. 60-lb. kraft tape
4-A	5	24 No. 2 cans	Six pieces 3-in. 60-lb. kraft tape
1-B	5	24 Cakes soap	Silicate
2-B	5	24 Cakes soap	Silicate and four pieces 3-in. 60-lb. kraft tape
3-B	5	24 Cakes soap	Two pieces 4-in. 60-lb. kraft tape
4-B	5	24 Cakes soap	Six pieces 3-in. 60-lb. kraft tape
1-C	5	48 No. 2 tall cans	Silicate
2-C	5	48 No. 2 tall cans	Silicate and four pieces 3-in. 60-lb. kraft tape
3-C	5	48 No. 2 tall cans	Two pieces 8-in. 60-lb. kraft tape
4-C	5	48 No. 2 tall cans	Six pieces 3-in. 60-lb. kraft tape
1-D	5	Wood blocks and blankets	Silicate
2-D	5	Wood blocks and blankets	Silicate and four pieces 3-in. 60-lb. kraft tape
3-D	5	Wood blocks and blankets	Two pieces 8-in. 60-lb kraft tape
4-D	5	Wood blocks and blankets	Six pieces 3-in. 60-lb. kraft tape

The small revolving drum subjects the container tested to treatment closely simulating actual handling during transportation. The machine used in this test is a 7-ft. hexagonal drum resembling a large barrel placed on its bilge. On the inside faces of the drum is arranged a series of baffles which cause the container to fall on its various parts in succession as the drum revolves at a constant rate of two revolutions per minute. The number of drops which a container can withstand in the revolving drum before failure is a measure of its serviceability. The failures occur gradually so that weaknesses of design and construction can be detected readily.

Each box was placed in the small revolving drum from which the pyramid had been removed, and tumbled until the contents spilled except in the case of the boxes packed with wooden blocks and blankets which were rested until two adjacent scores were open. The first failure, i. e., one score completely open, was noted in each case.

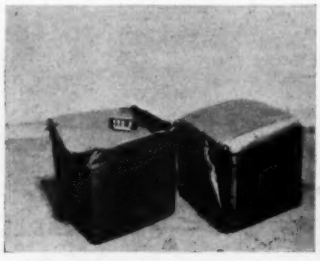
SUMMARY OF RESULTS—METHOD OF CLOSURE

Group A

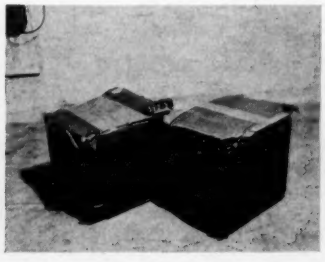
	Silicate		Silicate and Tape		Two Pieces 6-In. Tape		Six Pieces 3-In. Tape	
	Number of Drops to							
Box No.	1st Failure	End Test	1st Failure	End Test	1st Failure	End Test	1st Failure	End Test
1	40	65	53	73	70	74	160	165
2	52	87	68	77	80	80	136	147
3	52	105	82	114	141	141	153	178
4	38	61	136	162	111	111	100	117
5	59	71	104	129	97	97	146	146
Average	48	78	89	111	100	101	139	151

Group B

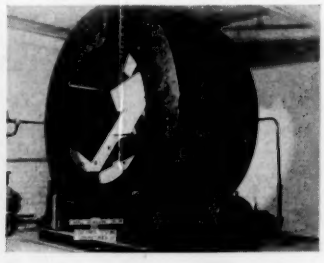
	Silicate		Silicate and Tape		Two Pieces 4-In. Tape		Six Pieces 3-In. Tape	
	Number of Drops to							
Box No.	1st Failure	End Test	1st Failure	End Test	1st Failure	End Test	1st Failure	End Test
1	222	229	279	626	381	381	280	515
2	210	346	491	514	200	206	827	827
3	289	345	451	536	442	442	710	736
4	430	576	452	480	569	569	817	817
5	300	728	228	746	428	428	788	788
Average	290	445	380	580	404	405	684	737



Failure of boxes closed with silicate and silicate and tape when packed with soft bulky contents



Failure of boxes closed with wide tape and six pieces of tape when packed with soft bulky contents



Small revolving drum used in laboratory tests made on types of closures on boxes

SUMMARY OF RESULTS—METHOD OF CLOSURE
(Continued)

Group C

	Silicate		Silicate and Tape		Two Pieces 8-In. Tape		Six Pieces 3-In. Tape	
	Number of Drops to							
Box No.	1st Failure	End Test	1st Failure	End Test	1st Failure	End Test	1st Failure	End Test
1	17	86	44	77	59	59	57	57
2	41	69	38	54	50	93	109	109
3	30	60	42	115	66	123	152	152
4	21	37	56	70	61	61	96	96
5	30	36	28	35	82	107	101	103
Average	28	56	42	70	64	89	103	103

Group D

	Silicate		Silicate and Tape		Two Pieces 8-In. Tape		Six Pieces 3-In. Tape	
	Number of Drops to							
Box No.	1st Failure	End Test	1st Failure	End Test	1st Failure	End Test	1st Failure	End Test
1	270	296	731	908	585	585	469	894
2	470	536	970	1002	291	385	475	640
3	347	409	566	566	530	657	587	757
4	519	729	586	1056	489	804	810	929
5	582	597	587	773	748	917	941	975
Average	438	512	688	861	529	670	656	841

Basing conclusions on the number of drops which a container withstands until first failure, that is, until one score opens completely, it was found that these boxes of Group A, B and C which were closed with six pieces of gummed paper tape were in each case most durable. In each of these groups, also, the boxes sealed with two pieces of wide tape were next best in durability, followed by those closed with silicate reinforced with four strips of 3-in. paper tape, and boxes closed with silicate alone.

The results of the tests on the largest boxes (Group D, packed with soft contents) show that the boxes closed with silicate reinforced with four strips of 3-in. paper tape were the most durable, but only slightly better than the boxes closed with six pieces of 3-in. gummed paper tape. Those closed with two pieces of wide tape, and those closed with silicate only, followed in the order mentioned.

From the above results it is apparent that in the various groups, the boxes closed with six pieces of 3-in. gummed paper tape are, in general, the most durable, and that those closed with two pieces of wide tape, silicate reinforced with four pieces of 3-in. tape, and silicate only, follow in the order mentioned.

Scales for Precision in Fast Production

A new scale for extreme precision in high speed production work has recently been announced by The Exact Weight Scale Co. To packers of costly merchandise, with money value as high as $500 per ounce, this scale is said to fill a much-needed want. The illustration shows the round merchandise platter equipment, although the scale is also built with a $2^1/_2$ in. × 4 in. commodity scoop of the confectionery type. Both types

New scale, obtainable for metric or avoirdupois weights, which permits precision and fast work in weighing costly merchandise

may be had in metric and avoirdupois specifications to suit varied requirements. In 100-gm. capacity the new models are capable of 50-mg. visible sensitivity.

Dimensions are as follows: height, $15^3/_4$ in.; length, 13 in.; width, $5^3/_8$ in. and elevation of platters, $5^1/_2$ in. Other specifications for the metric scale are: capacity, 100 gm.; beam capacity, $2^1/_2$ gm. graduated by 50 mg. with loose weights to maximum capacity; sliding friction poise; general structure, all-aluminum polished with nickel trimmings; 2-in. diameter weight platter; 3-in. diameter merchandise platter; agate bearings.

For the avoirdupois scale capacity is 4 oz. beam capacity, $^1/_{10}$ oz. graduated by $^1/_{1500}$ oz., with loose weights to maximum capacity. All other specifications for this type duplicate those given above.

Plastic Closures for Packages

This illustration shows the packaging section of the exhibit presented by General Plastics, Inc., North Tonawanda, N. Y., at the Twelfth Exposition of Chemical Industries recently held in New York. The closures shown on collapsible tubes and bottles are applied to pharmaceutical, cosmetic and food product containers.

THE Kroger Grocery and Baking Co. reports that on May 1 there were in operation 5367 stores, of which 2757 contained meat shops, as compared with 3853 stores, of which 1632 contained meat shops, at the same period in 1928. The company now has twenty-one branch centers, as compared with nine at the time of the first public offering of its common stock in December, 1927. In addition there are now twenty-one warehouses, twelve bread and cake bakeries, five cracker baking plants and three meat and sausage packing plants.

The Package of the Month

(*Continued from page 41*)

display of packages of this type. The bright blue in which the type is printed presents a sharp and effective contrast against the pink and white backgrounds.

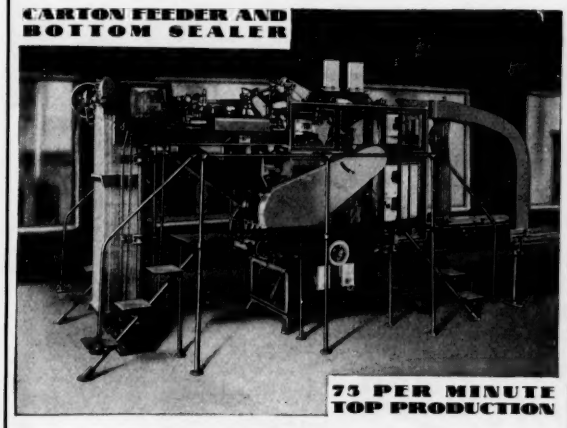
4—*Color:* For many years this company has been packaging its principal product Glyco-Thymoline in a salmon-color carton. In order to more closely associate the new product with the high standard of quality established by Glyco-Thymoline the same color was selected for the package to contain the new product.

5—*Advertising Value:* The company has successfully employed reproductions of the packages both in color and in black and white advertising. The motif used in the wrapper design has been used as a means of focusing attention on the package. Sample packages of the soap have been wrapped in a miniature of the larger wrapper.

Design by Carl Percy

Boxes by G. A. Bisler, Inc.

What is your PACKAGING costing you?



JOHNSON Greater-Capacity Automatic PACKAGING MACHINES insure efficiency, reduced overhead, increased and quickened production, waste elimination and improved package appearance.

Let our technical adviser check your packaging costs with you—and submit his recommendation. Your own judgment will tell you that it is poor economy to install any packaging equipment unless it is the best.

The Coupon will bring our Engineer, or Catalog.

JOHNSON AUTOMATIC SEALER CO.
Battle Creek, Michigan, U. S. A.
New York, 30 Church St. Chicago, 228 N. LaSalle St.

JOHNSON
AUTOMATIC PACKAGING MACHINERY
Scales; Bottom and Top Sealing, Lining Machines; Wrappers (Wax- & Glassine)

Mail Today

7-29-M.P.

JOHNSON AUTOMATIC SEALER CO.,
Battle Creek, Mich.

☐ Without obligation, please send experienced Packaging Engineer.

☐ Send Catalog.

Name.....

Address.....

City..... State.....

Throw Away Your Paste Pot!

Rapid labeling instead of slow brush-daubing, rubbing, pressing and cleaning the attached labels with

POTDEVIN

LABEL PASTING MACHINES

FOR PACKING, MAILING, SHIPPING

HAND-DRIVEN

MOTOR-DRIVEN

Cartons, bottles, boxes, fibre cans, mailing tubes, envelopes, etc., are labeled rapidly and safely.

No paste spreads at edges of labels. No lumps, blisters or wrinkles.

Paste coating accurately controlled.

30% increase in labeling output as workers devote all time to attach labels.

15 years on the market.

MAIL COUPON for FREE TRIAL without obligation

Potdevin Machine Co., 1228–38th St., Brooklyn, N. Y.

Please send a pasting machine for 10 days' free trial. We will pay for it 2%—10: net 30, otherwise return it express prepaid. Also send free sample of paste.

☐ 6" wide Paster, hand driven.....$25.00
☐ 6" wide Paster, with motor complete.....$50.00
☐ 12" wide Paster, with motor complete.....$100.00

IMPORTANT: State current & volts for motor
☐ A.C. ☐ D.C. ☐ 110 V. ☐ 220 V.

Name.....

Address.....

City..... State.....

INDEX TO ADVERTISERS

The maintenance of Quality in Wirz Tubes is not due to present-day keen competition but to the foundations of our organization—conceived and built to furnish you with collapsible tubes of irreproachable mien and mechanical superiority. Our fifty years of tube making guarantee this.

— At your Service —

A. H. WIRZ, INC.
Chester, Pa.

NEW YORK OFFICE
CARBIDE & CARBON BLDG.
30 EAST 42ND STREET

CALIFORNIA OFFICE
1231 E. 7TH STREET
LOS ANGELES

CHICAGO OFFICE
RAILROAD EXCHANGE BLDG.
JACKSON & MICHIGAN

Gum troubles *go* when you use IPANA with massage

. . . ., every Ipana tube, ..., is a *Sun Tube*, being continuously developed, ..., to meet the wants of the millions of users, of this excellent product. New machinery is being built to produce this tube in a further improved way, ... embracing a method of manufacture never before operative, ..., watch for it!

President

P. S. . . . ., original with *Sun Tube*

ge

el-
ent
ner
ore